

The American BAKER

PUBLISHED FOR THE BAKERS OF AMERICA®

SOUTHERN BAKERS
ASSOCIATION
INTRODUCTION
CONFERENCE



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ATLANTA, GEORGIA
SEPTEMBER 13, 14, 15





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Yes, our trucks are continually on the move, delivering famous "Bakery Proved" Flours *in bulk* to progressive, cost-conscious bakers throughout the nation. International's Bulk Flour service can save you money, too. Elimination of sack costs, reduction of flour handling costs and reduction of sanitation control, cleaning and warehousing expense are just a few of the economies you will realize.

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3,600,000 BUSHELS

by Wichita Flour Mills, Inc.

DAILY CAPACITY
6,000 CWTS. FLOUR

The American BAKER



SEPTEMBER, 1959

COOLING—A bakery engineer discusses the relative merits of liquid cooling and direct expansion cooling of bread doughs

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SELLING A BAKERY—A successful sale may hinge on having the right advance answers to some very important questions

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THE FUTURE — A distinguished panel of industry figures and prominent allied tradesmen will form the basis of the 13th annual fall meeting and conference of the Virginia Bakers Council, Inc., at Natural Bridge, Va., Oct. 4, 5 and 6. The program is being built around the theme "A look into the future of the industry"

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CONFERENCE — The Southern Bakers Assn. has engaged four of the industry's top authorities to speak before its ninth annual production conference in Atlanta Sept. 13, 14 and 15

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WORTH LOOKING INTO—An increasing array of equipment, machines and sales helps is being made available to flour millers, bakers and allied industries all the time. These are designed to make their work easier and their profits greater. For details, see

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'DONUT MONTH' — October is National 'Donut' Month, and a powerful promotional campaign is being planned to kick it off

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NIXONS CONGRATULATED BY RETAIL BAKERS

CHICAGO — Congratulations were recently wired to Vice Pres. Richard M. Nixon and Mrs. Nixon by the Associated Retail Bakers of America for their efforts expended on behalf of the U.S. while on tour in Russia. In its wire ARBA stated: "On behalf of 20,000 retail bakers we congratulate you and Mrs. Nixon on your most excellent representation of our country throughout your trip. With all Americans we are proud of the job you've done and are hopeful of the results. Welcome home!"

Pillsbury to Handle Bakery Equipment As Distributor

MINNEAPOLIS — The Pillsbury Co. has announced that it is now a distributor for Moline, Inc., a Duluth firm which manufactures specialized equipment for the baking industry.

George Pillsbury, vice president of the firm's bakery products division, explained that the distributorship is part of Pillsbury's over-all program to broaden its service to the baking industry.

Among the equipment manufactured by Moline, Inc., is its Moline "Junior Production Machine" for making a variety of sweet goods and yeast-raised fried products. The firm also has, among other items, its "Magic Brownie Cutter" set and a slicer for hamburger buns, coney buns, biscuits and other bakery specialties.

ABA Announces Featured Speakers, Exhibits Ready For Convention in Chicago

CHICAGO—The wholesale cake, wholesale bread and multiple unit retail branches of the American Bakers Assn. have announced plans for speakers, discussions and exhibits at the annual ABA convention to be held at the Hotel Sherman in Chicago Oct. 17-21.

The Allied Trades of the Baking Industry, Inc., for its part, has engaged a leading sports personality to speak before its annual ATBI breakfast to be held at the Sherman Oct. 20 during the ABA convention.

"Space age baking," packaging and creative management will be discussed when ABA's wholesale cake branch convenes Saturday, Oct. 17. All bakers and allied tradesmen are invited to attend this afternoon session in the assembly room, mezzanine floor of the Sherman. It will feature an exhibit of cakes from all parts of the U.S. Richard J. Levy, Kingston Cake Co., Inc., Kingston, Pa., will preside.

"Creative management" will be the subject of Dr. G. Herbert True, director of creativity research, Visual Research, Inc., Chicago, also speaking before the wholesale cake branch. Dr. True is an author, lecturer and a former professor at the University of Notre Dame.

Dr. True has been engaged in research connected with creativity and how to increase man's production of

ideas for over 10 years. He contends that most executives probably know less about creativity and how it works than any other subject. Yet, he points out, this need not be; while creativity is not a simple process or technique, it can be acquired relatively easily.

Russell Hudson, production manager, Dolly Madison Cake Division, Interstate Bakeries Corp., Kansas City, will discuss "Baking in the Space Age."

Interchemical Corp., Hawthorne, N.J., will present "Color Magic," a 23 min. color film on principles for package design. It describes colors, how they behave, and illustrates good application of complementary colors.

Following election of the 1960 ABA wholesale cake branch chairman, there will be a social hour and cake and coffee will be served.

Wholesale Bread

The Hon. Jennings Randolph, U.S. senator from West Virginia, will be a featured speaker at the wholesale bread branch meeting, Tuesday, Oct. 20.

Sen. Randolph will open the session with a talk entitled "Building a Better America." A former newspaperman, he is a member of the Senate Committee on Labor and Public Welfare. He was first elected to public office in 1932, when West Virginia voters made him a member of the 73rd Congress. He served as assistant majority leader, chairman of Civil Service and District of Columbia Committees, ranking member of the committees on labor, roads, mines and mining, and expenditures in executive departments.

The wholesale bread branch will begin its half-day meeting at a noon luncheon in the hotel's Louis XVI room. Lloyd D. Feuchtenberger, Jr.,

(Turn to ABA CONVENTION, page 50)

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ABA Announces Newly Elected Board Members

CHICAGO—Sixteen members have been elected to the board of governors of the American Bakers Assn. to represent 14 regional and two industry branches, Sanford V. Epps, H. H. Claussen's Sons, Inc., Augusta, Ga., chairman of the 1959 nominations and elections committee, has announced.

The governors were elected by a mail ballot. Of those chosen to serve on the board, 13 were reelected. Each will serve a three-year term.

Newly elected governors are: John M. Milne, Dorothy Muriel's Bakery, Allston (Boston), Mass., Region 1; S. H. Raynor, Sweetheart Bakeries, Inc., Salisbury, Md., Region 5, and Paul R. Dietzen, Dietzen's Bakery, Inc., Anderson, Ind., Region 10.

Governors Reelected

One of the governors reelected was serving as governor-at-large. He is Thomas L. Awrey, Awrey Bakeries,

(Turn to ABA BOARD, page 50)

Lawyer Challenges FTC Ruling On Cease and Desist Orders

By JOHN CIPPERLY, American Baker Washington Correspondent

WASHINGTON — The Federal Trade Commission has been challenged by a lawyer concerning the interpretation of the law calling for the making of final cease and desist orders issued under Sec. 11 of the Clayton Act between 1914 and July 23, 1959, and which had not been called forward for review.

The challenge was made by Marcus A. Hollabaugh of Washington, chairman of the anti trust section of the American Bar Assn., at the group's annual meeting at Miami Beach, Fla.

Respondents to the cease and desist orders have until Sept. 23 to ask federal courts to grant review which would automatically stay finalization of cease and desist orders, many of which have been outstanding for years.

It is Mr. Hollabaugh's feeling that FTC is interpreting the law erroneously. The position taken by the committee is strongly backed by other members of the association who have reviewed the background of FTC law and the subsequent amendments.

In support of Mr. Hollabaugh's challenge to the FTC interpretation of the recently enacted S. 726, fellow attorneys cite extracts from the House judiciary report in which it was said: "Sec. 2 provides that amendments made in Sec. 1 shall

not apply to any proceeding initiated before the date of enactment." Nevertheless, FTC officials have interpreted the law to give them full power to make the amendment retroactive through to 1914.

The application of finality on cease and desist orders for alleged violations of Sec. 11 of the Clayton Act within a 60-day period if no court appeal was taken has been specifically sought by FTC through several recent sessions of Congress, but it has not been granted. Nor, it is pointed out, did the present session which approved S. 726 grant a specific authority to make the law retroactive.

Further criticism of the broad grasp of authority by FTC is somewhat ludicrous since many of the cease and desist orders were granted with the respondents specifically agreeing not to take appeals to the federal courts.

Attorneys here declare that the enactment of the amendment to the Clayton Act and the FTC interpretation of it may represent one of the most sweeping steps in anti trust law enforcement in recent years. Involved, it is said, are at least 500 cease and desist orders covering some 2,000 companies. The retroactive features involve only such orders with which no request for review has been made to the federal courts.

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AEC Admits an Error in Strontium 90 Report

MIISTAKES CAN BE COSTLY. Maidens and mandarins alike have suffered the consequences in the past and are likely to go on doing so. But costliness is only a matter of degree; a disastrous mistake in the eyes of one may bring no more than a gleam of interest to the eyes of another.

The man who presses the wrong button at Cape Canaveral might cause a disaster; equally disastrous could be the error of his colleague in the Atomic Energy Commission who makes a wrong calculation and ends up by blowing the works.

And mistakes can be made even in the brainy, scientific echelons of AEC. Such a mistake was revealed by that august body, voluntarily it must be admitted, on Aug. 22 and while to some it may be of no more than passing interest, to members of the flour and breadstuffs industry the admission is one of paramount importance.

The people of the U.S., with some justification, are concerned at the effects of fallout on the food they eat. And wheat has been cited as one food source which has been contaminated as a result of nuclear experimentation.

Last May, AEC reported to the joint congressional atomic energy committee that samples of white bread from stores in New York were found to contain up to four times the maximum permissible level of radioactive Strontium 90 set by the International Radiation Protection Commission. Now it appears that the bread examined was made from whole wheat flour and not from white flour.

How did this mistake happen? The officials say that the labels had been accidentally switched and that the bread tested was actually made from whole wheat. Now surely a child of nine could tell the difference between bread made from whole wheat and that made from white flour. Our child might not know the production processes involved,

but he certainly would know that whole wheat bread was not white. At least, the child might be suspicious that something was wrong. But not the bright boys at AEC who started up the furore.

AEC, at the same time, released the results of new tests taken in the New York area and these show that the level for whole wheat bread is considerably lower than that indicated in the original report. The corrected figures show also that the amounts of Strontium 90 in white bread are well below the possible maximums in both the old and new tests.

It is known throughout the milling and baking industries, because of tests undertaken with the cooperation of Kansas State University and by the government, that standard cleaning and milling operations remove a large measure of contamination from flour originating from fallout-exposed wheat. This is but a preliminary piece of assurance and AEC is working, in association with the Millers National Federation, to obtain a final conclusion. We have no doubt that the result will be favorable for the breadstuffs industry.

But in view of its now admitted errors in the earlier release of information, AEC should not delay in bringing its investigation to a conclusion.

Having exposed the industries to scare headlines in the newspapers—justified from the reporting point of view—it should move to make amends at once. Too much damage has been done already.

* * *

PIZZA PIE—There are about 20,000 pizza parlors in operation in the U.S. today compared with fewer than 500 in 1934. Annual consumption is about 21 billion dozen, worth \$200 to \$300 million. That means a lot of flour. The teenage fad for pizza parties at home helps sales, too. Perhaps one reason for the increased flour demand from U.S. mills is the growth of the pizza trade among the kids.

The Evils of Price Cutting

A BAKER WAS LAMENTING the other day that the miller from whom he buys most, but not all, of his flour was not to be cajoled this year into cutting his price to meet what the baker claimed was a lower price from another supplier. In previous years, the baker declared, it was just too easy to get a better price and he considered the miller to be fair game—as easy to knock off as a sitting duck.

The intention is not to mulct the baker or the consumer. Every laborer is worthy of his hire and every miller is worthy of his price for the job he does. All too often in the past has one seller allowed himself to be played off against another, with the result that both of them eventually end up behind the eight ball.

Just why some millers, and flour merchants, too, think they can please a customer by offering flour at ridiculously low prices is one of the major problems of the industry. Some bakers, habitually, seem to expect below-market quotations for their requirements, and it is difficult for a miller, once he has shown signs of weakness, to get anywhere near a fair price for his product. Volume without adequate return is a definite liability to the business.

Price cutting will retain business only so long as the price cutter is not undersold by a competitor. And since the price cutter's financial structure has been weakened by continued uneconomic pricing, he is vulnerable.

Every sensible miller, no matter his size, knows exactly what his costs are, and prices his flour accordingly. All millers are in the same market and no one has an advantage over his competitor to a degree which allows drastic cutting. Accurate cost accounting, and the courage to base prices accordingly, is the one certain solution to the problem.

The same principle applies to bakers in dealing with their customers. The man who slashes prices harms the whole industry because the next step is to reduce quality to compensate for the reduced profit ratio. And that reflects on the baking industry in general. Only by maintaining fair pricing systems can the miller and baker hope to get that degree of return which will justify the spending of money on the upkeep of their plants which, in turn, means the betterment of efficiency.

The baker gets a good product from the miller at a fair price. And he must sell his own product at a fair price. A sensible industry will insure that this situation continues to prevail.

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American Bakeries Reports Increase In Net Earnings

CHICAGO—American Bakeries Co. has reported an increase in consolidated net earnings for the 28 weeks ended July 11 over the comparable period of last year.

Net earnings before federal income taxes for the first 28 weeks of 1959 amounted to \$6,070,850, compared with \$5,047,737 for the corresponding period of 1958. Net earnings after federal income taxes for the current year were \$2,985,208 against \$2,507,622 for the previous year.

As of July 11, American Bakeries had 1,743,299 shares of common stock outstanding, including shares subsequently issued in connection with the retirement of preferred stock. Net earnings amounted to \$1.71 a common share (after dividends relating only to preferred stock redeemed for cash) compared with \$1.44 a share the previous year.

Similar information for the 12 weeks ended July 11 showed net earnings before taxes at \$2,844,223, compared with \$2,282,092 a year ago; net earnings after taxes at \$1,395,561, compared with \$1,152,456 a year ago, and net earnings a common share at 80¢, compared with 66¢ in 1958.

The board of directors has declared the regular quarterly dividend of 60¢ a share on common stock.

—BREAD IS THE STAFF OF LIFE—

QBA Conference

NEW YORK—George N. Graf, manager, Quality Bakers of America Cooperative, Inc., has announced plans for QBA's 51st general managers' conference to be held at the Park Sheraton Hotel, New York, Sept. 27-30, inclusive.

The conference has a dual theme, "Passport to Progress" and "Awake! Adjust! Advance!", to set the pace for a comprehensive program featuring informative presentations by the QBA staff.

BAKERY FILMS PICKED FOR LIBRARY OF CONGRESS

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LOS ANGELES—"Woody Woodpecker" television commercials produced for Weber Baking Co., Los Angeles, have been selected for the permanent collection of motion pictures of the Library of Congress. The films selected were Breadnapping, Door-to-Door Salesman, Library and William Tell. They were selected on the basis of entertainment, educational and instructive content, and will be made available for public distribution. The films were produced by Honig-Cooper, Harrington & Miner advertising agency.

IFC Will Invest in Colombian Firm

WASHINGTON—The International Finance Corp. has agreed to invest \$1 million in Fabrica de Galletas y Confites Noel S.A., a Colombian company located in Medellin, to help expand production of biscuits and crackers, candy, and alimentary pastes.

The business was established in 1916 and its brand names are well known throughout the country. In addition to these, Noel has, for some years, been producing "Life-savers."

The company is completing a wholly-modern, air-conditioned plant; installation of the equipment, including new machinery of the latest design, is under way. These new facilities will increase production progressively to about 12,000 tons annually, an increase of more than 50%.

The total cost of the project is estimated at about \$2,400,000. IFC's contribution will be in U.S. dollar notes, bearing 6% interest, and maturing by 1969; additional interest will be payable on a deferment plan related to profits. IFC also receives an option on shares of the company.

IFC's commitment is subject to completion of the necessary legal formalities.



HAWAIIAN CAKE—This cake was prepared by bakery chefs of the Royal Hawaiian Hotel, Honolulu, to help celebrate the arrival at Hawaii of the first Boeing 707 jet plane, which will be used by Qantas Empire Airways in its "Around the world" passenger flight service. The cake, 64 in. long and 38 in. wide, was the main feature of a buffet dinner party given at the Honolulu Airport.



D. N. League

C. W. Thornton

H. A. Gilford

APPOINTMENTS—Interstate Bakeries Corp. has announced three new appointments. Clarke W. Thornton has been named as a director, filling the vacancy created by the recent death of R. Dale Weber, an Interstate vice president. Mr. Thornton is also vice president of finance. Daniel N. League was appointed secretary of Interstate and Harry A. Gilford as assistant secretary. Mr. Gilford is also chief staff counsel, head of the legal and tax departments, and assistant treasurer.

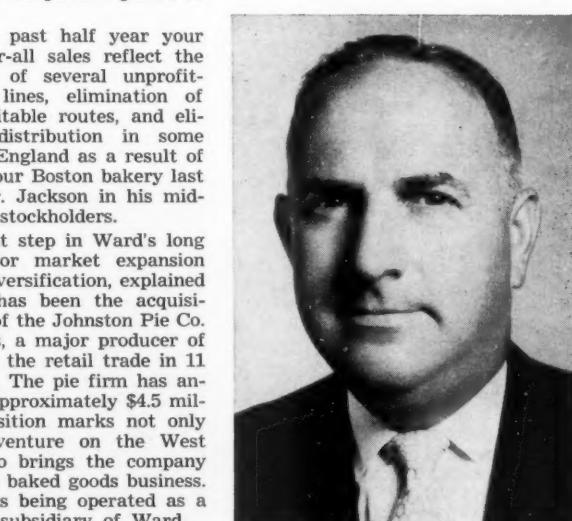
Ward Announces Mid-Year Rise In Earnings

R. T. Fiske, Jr., Dies

NEW YORK—Raymond T. Fiske, Jr., district manager of the New York office of Russell-Miller Milling Co. here since July of 1958, died Aug. 24 following a brief illness. Mr. Fiske was 46, and resided in East Hills, Long Island.

Mr. Fiske started to work for Russell-Miller in 1934 at the Buffalo office. In 1937 he was appointed as assistant manager at New York. He was transferred in a similar capacity to the Philadelphia office in 1943, where he remained until 1948, when he was appointed as grocery products sales director at Buffalo.

Survivors include his wife, Elizabeth, and daughters Anne and Sally.



Peter M. Pence

Continental Baking Declares Dividend

RYE, N.Y.—The board of directors of Continental Baking Co., Rye, has declared a quarterly dividend of \$1.37½ per share on the outstanding \$5.50 dividend cumulative preferred stock, payable Oct. 1, 1959, to holders of record of such stock at the close of business Sept. 11, 1959.

A regular quarterly dividend, for the third quarter of 1959, of 55¢ per share on the outstanding common stock, payable Oct. 1, 1959, to holders of record of such stock at the close of business Sept. 11, 1959, was also declared.

SALES POSITION—In a recent move to expand the sales administration of its northern California district, General Mills, Inc., has appointed Peter M. Pence to a newly-formed capacity of assistant district sales manager. He will take on a series of supervisory responsibilities to assist E. C. Outman, district sales manager. Mr. Pence is experienced in flour sales work and has served Sacramento Valley and Bay Area bakery sales territories for the past 21 years. Previously he worked as a chemist in the Spokane Products Control laboratory.

Initial Reports Made on New Crop Wheat, Flour

KANSAS CITY—From the standpoint of protein quantity and baking quality, the Southwest this year harvested one of its finest wheat crops.

Except in certain eastern areas of the hard winter wheat belt, where protein is seldom high, the 1959 crop will be one of the best on record for protein quality and quantity. The western sections of these winter wheat states are producing wheat with an average protein from $\frac{1}{2}$ to 1 point higher than the recent 10-year average, and there seems to be

of his plant. To apply this as a measure of market value for bakery flours is generally hazardous and often, as in this year, absurd.

Average test weight of the 1959 crop at 59.6 lb. bu. was below the 60.6 lb. average of the 1958 crop and compares with the 10-year (1948-57) average of 59.2 lb. This year, 44% of the Kansas wheat crop tested 60 lb. bu. or better and 10% tested 62 lb. or more. In all districts except the southwest the new crop averaged 59 lb. or better. For individual counties,

NORTH KANSAS CITY—It appears that the spring wheat crop now coming to market is of excellent quality, despite the relatively small size of the harvest compared with a year ago. This is one of the main findings of the first 1959 spring wheat crop report prepared by Doty Laboratories.

In his first report James M. Doty, director, further concludes that there is plenty of high protein wheat in the spring crop, and in some cases, there

line with protein when proper high level oxidation is used. Normal malt requirement seems satisfactory.

Southeastern South Dakota: Test weights from this area have been surprisingly good, running from a few samples as low as 56 lb. to a high of 62 lb. with an average of 60.4 lb. on all samples received. Proteins range from 13.20% to 16.20% with an average of 14.24%. These wheats have very satisfactory milling properties, producing good flour yields; however, the flour ash from southeastern South

Hard Winters

considerable wheat running up as high as 18% protein in some places.

Qualities Excellent

On top of this, the mixing and baking qualities of the crop are excellent. Mixing peak times are much longer than in recent years and mixing tolerances are averaging way beyond anything experienced in the past several seasons. Loaf volume is following the protein level pretty well and textures are generally good. Grain tends to be slightly open but not seriously so. Malt requirements appear to be about normal and oxidation needs are rather high this year on wheats tested so far.

One characteristic of the crop which millers do not like is the high level of ash content. The average of ash from different areas of the Southwest where the strong baking wheats originate, ranges from .470% to .490%. While some acceptable wheat is available at less than these averages, it is relatively scarce and there is not enough to fill the needs of the baking industry.

Ash of flours milled to a comparable extraction rate this year will run a good bit higher than flours milled from last year's crop.

One of the prominent southwestern baking test laboratories has advised its bakery clients as follows: "We want to point out that you will be making a mistake if you limit the permissible ash level to a range comparable with last year. In our opinion if your specifications last year were .430% ash to get the best performing flour you should permit the miller to ship a .460 or perhaps a .470% ash flour. This is very important."

Benefit Stressed

Those bakers who insist on sticking to last year's level of ash, probably can get a flour from mills that will measure up to the ash standard desired, but it will not give the baker the full benefit of the better baking qualities in this year's wheat.

There is enough old crop wheat around of low ash content to mix with the new crop to hit just about any ash level the baker chooses. However, the baking qualities of this low ash residue from last year's wheat are far from perfect, and in the process of diluting this year's wheat to an arbitrary ash standard, the performance of the flour is going to suffer. A baker who holds to a "normal" ash standard this year, is likely to experience considerable "up and down" quality in his flour, with consequent problems in maintaining the uniformity of his loaf.

Ash as a measure of flour grade is never very accurate, being chiefly a tool of the miller to give him an index of the operating efficiency

wheat received from Harper County showed the highest test weight with an average of 63.1 lb. and Sedgewick County was second with 62.6 lb.

Protein content of the 1959 crop averaged 12.5%, the same as the 1948-57 average. Range in protein over an 11-year period has been from a low of 11.1 in 1952 to a high of 14.1% in 1956. This year, about 66% of the crop averaged 12% or over in protein content, sharply above the 37.5% in 1958. More than 45% of the 1959 crop was in the protein range of 12 to 13.9% and 20% of the crop showed a protein content of 14% or more. By districts, protein content ranged from 10.7% in the east central to 14% in the southwest. Haskell County wheat with an average protein content of 14.9% was the best of any county in the state while wheat from Meade and Wallace counties was second with 14.8%.

BREAD IS THE STAFF OF LIFE

APPOINTMENT ANNOUNCED

CHICAGO—The District National Bank of Chicago has appointed Paul Schulze III to its executive committee, it was announced by J. Stergios, chairman of the board. Mr. Schulze is vice president of Schulze & Burch Biscuit Co. of Chicago.



Ralph E. Gaylord

IN NEW GMI POST—Ralph E. Gaylord has been named to the newly-created post of director of bakery operations for the flour division of General Mills, Inc., it has been announced. Mr. Gaylord has been manager of bakery mixes for the flour division and has headed the institutional products operations of the company since 1954.

Spring Crop

also is a possibility of premium prices being paid for low protein wheat needed for the production of domestic bakers' flour.

The initial report on spring wheat covers southern Minnesota, South Dakota, some winter wheat samples from Montana, and a few southern North Dakota samples. Although the wheat in the Dakotas was fairly well harvested at the time the report was prepared, samples were slow coming in, and therefore, the report was delayed, particularly on North Dakota and Montana. Northern Montana and northern Minnesota were still harvesting as the report was written.

The findings are, by areas:

Southeastern Minnesota: Samples from southeastern Minnesota range in test weight from 56 to 62 lb. with a very large per cent above 58 lb. Protein ranges from 12.20% to 15.15% with an average of about 13.60%. Wheat from this area has very satisfactory milling properties, although the yield of flour varies between 70% and 72%. Ash levels range from a low of .410% to a high of .473% on the samples received from Southeastern Minnesota. This is about a normal ash level on Doty's experimental mill.

Farinograph peak times range from 3 $\frac{1}{4}$ min. to 8 $\frac{1}{2}$ min. with an average of 6.75 min. Farinograph mixing tolerance ranges from 7 $\frac{1}{2}$ min. to 13 $\frac{1}{2}$ min. with an average slightly over 8 min. Farinograph absorptions range from 59.1% to 62.2% with an average of 60.6%. M.T.I. values range from 20 to 45 units with an average of 31.5 units.

Baking results from southeastern Minnesota have been fair to excellent. Loaf volumes follow protein levels, and bromate response has been very good. Practically all samples show a need for a high level oxidation and about normal malt.

Southwestern Minnesota: Test weights from this area range from 57 to 62 lb. with an average of 60.1 lb. Protein ranges from 11.90% to 15.10% with an average of 13.70%. These wheats have very good milling properties, producing satisfactory flour yields. Ash levels are low, ranging from .420% to .470% with an average of about .433%.

Farinograph peak times range from 6 min. to 8 $\frac{1}{2}$ min. with an average of 7 min. Farinograph mixing tolerance ranges from 7 $\frac{1}{2}$ min. to 13 min. with an average of 9.2 min. Farinograph absorptions range from 58.9% to 62.4% with an average of 60.6%. M.T.I. values range from 20 to 40 units with an average of 27.8 units.

Baking results from this area are generally good, although the report found a small percentage to be only fair. Practically all of the wheat from this area produces loaf volumes in

Dakota is extremely high and variable. Ash ranges from .460% to .570% with an average of .488%. Flour color, however, is generally satisfactory even on these high ash flours.

Farinograph Findings

Farinograph mixing peaks have ranged from 5 min. to 9 $\frac{1}{2}$ min. with an average of 6.7 min. Mixing tolerance has ranged from 6 min. to 13 $\frac{1}{2}$ min. with an average of 10.2 min. Farinograph absorptions have ranged from 59.0% to 65.0% with an average of 62.3%. M.T.I. values have ranged from 15 to 40 units with an average of 28.4 units.

Baking results from all samples from this area have ranged from good to excellent. A few samples did not produce good results until over-mixed and over-oxidized. However, by and large, although the oxidation requirement is high, normal mixer cleanup plus time after clean-up produces good bread. Grain and texture from this area have been exceptionally good.

Southwestern South Dakota: Doty has had some excellent quality winter wheat out of extreme southwestern South Dakota recently. All of this wheat is high in protein and has excellent baking quality. Spring wheat from southwestern South Dakota has ranged in test weight from 54 to 62 lb. with the average slightly above 59 lb. Proteins have ranged from 13.30% to 17.90% with an average of 14.60%. This wheat has very satisfactory milling properties as far as flour yield is concerned but produces very high ash, ranging from a low of .450% to a high of .580%. The average ash level on a limited number of samples is .494%. In spite of this high ash, flour color generally has been satisfactory.

Farinograph peak times range from 5 $\frac{1}{2}$ min. to 11 $\frac{1}{2}$ min. with an average slightly over 7 min. Mixing tolerance ranges from 6 min. to 15 min. with an average of 10.2 min. Farinograph absorptions range from 59.6% to 65.8% with an average of 63.0%. M.T.I. values range from 20 to 40 units with an average of 26.4 units.

Baking Results

Baking results generally are very good. With very few exceptions, loaf volumes are excellent; grain, slightly open but silky when the samples are properly oxidized at a relatively high level. Malt requirements seem to be normal in this area.

Northeastern South Dakota: Spring wheat samples from this area range in test weight from 58 to 62 lb. with the average 59.8 lb. Protein ranges from 13.40% to 16.90% with an average of 14.90%. These wheats have very satisfactory milling properties

(Turn to SPRING CROP, page 47)



Dr. William B. Reynolds

General Mills Names New Research Director

MINNEAPOLIS — Dr. William B. Reynolds has been named vice president of General Mills, Inc., Minneapolis, and director of research, C. H. Bell, president, has announced. This appointment, Mr. Bell said, has been made "to further strengthen executive attention to the increasingly important research function in General Mills."

Dr. Reynolds, a native of Ottumwa, Iowa, and formerly director of research for Phillips Petroleum Co., Bartlesville, Okla., is a graduate of Cornell College, and holds a Ph.D. degree in organic chemistry from the University of Chicago.

After service with DuPont and the Interchemical Corp., Dr. Reynolds was with the University of Chicago as a research instructor. In 1943, he moved to the University of Cincinnati as assistant professor, later becoming associate professor and head of the chemical division of that university's applied science department.

Since 1946, Dr. Reynolds has been employed by the Phillips Petroleum Co., where he first supervised its synthetic rubber program.

In his position as vice president in charge of research, Dr. Reynolds will be responsible for the coordination of research conducted by the General Mills central research laboratories, as well as by the company's divisions, and for the integration of such work in the total research program of the company.

BREAD IS THE STAFF OF LIFE

Chicago Bakers List 'Calendar of Events'

CHICAGO — Jack A. Revord, Sterwin Chemicals, Inc., chairman of the entertainment committee, Bakers Club of Chicago, has announced the schedule of club activities for the remainder of the year.

Monthly luncheons at the Bakers Club of Chicago quarters will be held on Sept. 14, Oct. 5, Nov. 2 and Dec. 7. A ladies' luncheon will be held at the club in September, date to be announced.

The annual golf tournament and "Play Day" was held Aug. 20 at the Glendale Country Club, Bloomingdale, Ill. On Nov. 28, a mixed "Gay Nineties" dinner dance will be held at Acacia Country Club, Chicago, with music by Lou Breese and his orchestra.

Sara Lee Expanding Overseas Distribution

CHICAGO — The Kitchens of Sara Lee, Inc., is moving ahead with international distribution of its line of six specialty baked products, according to Charles W. Lubin, president. Mr. Lubin gives particular credit to recent opening of the St. Lawrence Seaway with permitting broader distribution of Sara Lee products.

The company's line is now being marketed in Great Britain, North Africa, Germany, South America, the British West Indies, Canada and Newfoundland. Additional distribution is planned in Europe and the Far East.



George H. Buford

EXPANDS — George H. Buford, Kansas City broker, recently announced an expansion in the merchandise he is handling. He now offers a complete line of hard, soft and spring wheat and specialty flours, along with processed cereals. Mr. Buford has been in the brokerage business, operating from an office at 2214 Central Ave., Kansas City, Kansas, since Flour Mills of America, Inc., for whom he sold flour, closed its local mill.

Correct Labeling Of Enriched Flour Spotlighted by MNF

CHICAGO — With the increased activity of the Food and Drug Administration in the field of flour package labeling, questions have come up concerning bakery flour, as well as consumer size packages, the Millers National Federation comments.

Even though only a relatively small amount of bakery flour is enriched at the mill, it must be properly labeled upon entering interstate commerce, the federation declares.

For years the industry has complied with the labeling regulations by affixing a tag carrying the enrichment statement and other mandatory information to the sack. This is frequently done by sewing a tag into the top of the bag as is common with feed products. The cost of having preprinted bags for enriched bakery flour would be prohibitive when compared with the limited demand for them. This practice was brought to the attention of the federal authorities recently by an allied company, and they have advised that FDA has no objection to using tags, as long as they are firmly attached to the bag and carry all the mandatory information required, MNF reports.

Millers shipping bakery flour to New York and New Jersey should not overlook state regulations which require such flour to be labeled as "unenriched" if that is a fact. These requirements have been in effect about 12 years, and from time to time the authorities make check-ups. In a recent case, a well-known miller was required to change his labeling on a shipment to a New York baker.

The subject of labeling bulk shipments of enriched bakery flour was also discussed by MNF with the federal authorities. Strictly speaking, bulk shipments of flour are exempt from labeling requirements so that enforcement of misrepresentation, non-conformance, etc., would have to come from some other direction. The federal authorities, however, said that it was certainly desirable and they would highly recommend that all mandatory information required for packaged goods be stated on the bill of lading or invoice in order to guarantee that the customer would know exactly what he was receiving.



Joseph G. Schmitz

Joseph G. Schmitz, Veteran GMI Sales Manager, Retired

MINNEAPOLIS — Joseph G. Schmitz, southern general sales manager for the flour division of General Mills, Inc., recently retired. Mr. Schmitz is one of the widely known veterans of the milling industry. He joined the company in June, 1928, when GMI was formed and acquired the Kell milling interests with which he was associated.

At GMI, Mr. Schmitz has had many management assignments. In 1951 he was granted leave of absence to act as flour consultant for the Office of Price Administration, Washington, D.C. Earlier that same year he had been named southern general sales manager for the flour division of the company with offices at Oklahoma City. He has also served as community representative for GMI in that area.

"Many friends will miss Joe's daily contacts," said W. A. Lohman, Jr., vice president and director of sales of the company's flour division. "All join in wishing him much happiness in the well-earned leisure time ahead."

BREAD IS THE STAFF OF LIFE

Emrich Announces Plan for Expansion Into Retail Baking

MINNEAPOLIS — Emrich Baking Co. is expanding its operation into the retail bakery field with completion of plans to absorb its subsidiary, McGlynn Baking Co., which was acquired last November. Burton McGlynn remains as president and general manager of the McGlynn unit.

George J. Emrich will assume the presidency of Emrich Baking Co. Fred W. Kaeppel, named as director of marketing, will guide the expansion of Emrich in both the wholesale and retail fields. Otto R. Emrich, founder, continues as honorary chairman of the board and James T. McGlynn, founder of the firm which bears his name, will continue as honorary chairman of the board of the subsidiary unit.

Both companies have been in operation 40 years. The McGlynn plant in Minneapolis has been closed, while expansion of the Emrich facilities is now in the building stage.



FIRST BULK SHIPMENT — A first for the Kettering Baking Co., Fairmont, W. Va., took place recently when the firm received its first shipment of bulk flour from an Airslide car. Pictured, left to right: James R. Kettering, general manager; Tom Nestor, General Mills, Inc.; M. N. Cullen, GMI; Ralph Martz, production manager, and H. E. Kettering, founder of the baking firm.

Flour Market

Flour Buying Slow, Prices Strong

By KEN WAKERSHAUSER

American Baker News Editor

FLLOUR buying was slow as September opened, with prices firm and the outlook dim for any major decline in quotations for the months ahead. The main factors which will govern the pattern of prices for the near future appear to be established, and signs of weakness are scarce.

Ironically enough for the baker—in a continuing period of long-term wheat surplus—one of the basic causes of market strength is a shortage of wheat. The shortage, actually, is the artificial tightness resulting from a rapid rate of disposal of wheat into the government's price support program. This is being aggravated by a wheat crop over 20% below last year, to the disadvantage of the baker and to the flour miller in his capacity as a wheat buyer. Herein lies the basic reason for the higher prices which bakers paid for flour in August, although there are other reasons.

Wheat Under Loan At 1958 Level

Wheat growers entered 107.7 million bushels of all wheat into the government support program through July 31, compared with 106.9 million bushels entered through the cut-off date of July 25 a year ago, and the removal of wheat from the open market, in all likelihood, has moved up in the ensuing month since the end of July. Cash wheat prices at Kansas City now hover just at the net loan rate to several cents above, which is not relieving the tight situation to any degree.

For bakers interested in spring wheat and flour, the situation is equally difficult because of a drop in crop production proportionally more severe than in the Southwest. Drought has cut the crop 27% below the 1958 level. The evidence is in the basic future at Minneapolis, which closed at the end of August 5¢ above the end of July. The signs are clear—growers in the spring wheat mills area are reluctant to let go of a crop which they know is lighter than a year ago. Cash spring wheat prices finished the month several cents above net loan value, but failed to jar supplies loose from the loan program or farm-site storage.

The obvious conclusion is that spring wheat growers see the situation as sufficiently tight to hang onto their wheat regardless of the attractiveness of the price support program. The only factor that could bring out the wheat would be an additional spread of "free" market prices over loan value. This could occur near the end of the calendar year, when lower bakers' balances cause mill's to buy wheat in anticipation of additional flour sales. However, this situation again could only mean flour prices for bakers fully as strong as during August, at the very least.



Ken Wakershauser

High Protein Ample In Spring Wheat

This year's spring wheat crop is of excellent quality and high in protein. Baking results by cereal laboratories to date show that bakers will be pleased with loaf volume and related characteristics. Price-wise, the widespread availability of high protein spring wheat has caused a sharp drop in premiums for this wheat. However, for bakers desiring lower protein wheats, the situation has worked the other way. Premiums are strong for these lower types. This whole situation is in contrast with the Southwest, where protein content is just about the same as in 1958.

Flour Quotations Display Strength

Hard winter wheat flour prices finished August nominally 10¢ above the end of July, aside from the heavy booking period which occurred. This was substantially higher than the level at which actual sales were made. But the sales, in turn, occurred at about 15¢ above last year's prices. Spring wheat flour prices have followed a similar pattern, selling about 15¢ above 1958 because of higher wheat costs. Nominally, springs at the end of August were 5¢ off from the end of July, due, of course, to the pressure of abundant high protein wheat and the record harvest movement at mid-point in the period.

Crop Estimates On Bullish Side

The total outlook for wheat production as of Aug. 1 was down 3% from July 1, or at 1,119 million bushels. From the standpoint of prices, the figure indicates even more strength by virtue of being 23% less than the 1958 production. The figures can be modified, however, by keeping in mind that 1958 was a record year for wheat outturn. Also, despite the seasonal decline, the Aug. 1

forecast still indicated a total crop 4% larger than average.

Spring wheat production other than durum was reduced to 189 million bushels due to dryness and curtailed acreages harvested.

August Flour Sales Top 20,000,000 Cwt.

Flour bookings between July 31 and Aug. 14 exceeded 20 million cwt., and probably approached 24 million cwt., embracing both hard winter and spring types. Bakers apparently became aware of the rising costs, and losing hope that there would be a decline, settled on a sales basis about 15¢ above the previous crop year. Before the buying period was ended it also took in major bookings of rye flour.

BREAD IS THE STAFF OF LIFE

Standard Brands Board Proposes Stock Split

NEW YORK—The board of directors of Standard Brands, Inc., New York, has proposed a 2-for-1 split of the common stock and an increase in the number of authorized shares from 5 million to 10 million, Joel S. Mitchell, president, announced. This action would increase issued shares from 3,290,119 to 6,580,238.

The directors called a special meeting of stockholders to vote on the proposal on Oct. 6, 1959. The additional shares resulting from the split, if approved, will be distributed early in November to common stockholders of record Oct. 13, 1959.

Mr. Mitchell stated that if the stockholders approve the split the directors, at the regular October board meeting, intend to increase the fourth-quarter dividend to 37½¢ on the split shares. This increased rate is equivalent to \$1.50 per annum on the new shares, or \$3 per annum on the present shares, compared with the current quarterly rate of 65¢ per share, or \$2.60 per annum.

Standard Brands previously reported first-half 1959 earnings of \$2.26 per share, compared with \$2.16 per share for the first six months of 1958.

... At This Time Last Year ...

FLOUR

August was a month of active flour buying, principally spring wheat bakery types, some hard winters and a little soft wheat flour. Aggressive buying occurred the first few days of the month and again at the beginning of the final week. Purchases were estimated at 5 to 8 million cwt. Prices moved up after Labor Day, and by September 10, purchases of flour across the country had dropped back to a low level. Hard winter wheat flour prices were steady throughout August. The scarcity of cash wheat, despite the record size of the crop, and the well supplied position of most bakery buyers, accounted for the steadiness. Springs, by contrast, ranged widely. Price pressure stemmed from the new crop harvest, the grain handlers' strike and the extremely varied cash wheat situation at different times during the month. Spring wheat premiums and flour prices came down swiftly the first few days of August as new crop arrivals moved into major terminals, aided by a sharp upward revision of the spring wheat crop estimate Aug. 1 as the harvest began to come in under vastly improved weather conditions.

WHEAT

Cash wheat prices at Minneapolis dropped 11¢ between the first week in August and Sept. 10, reflecting the remarkable improvement in spring wheat outturn made just prior to the harvest. By Sept. 10, the decline was being aided by bearish estimates of even greater spring wheat production. At Kansas City, by contrast, cash wheat prices climbed 5¢ between early August and the second week in September, reflecting the extremely tight marketing situation.



THE NEW YORK STOCK EXCHANGE
Quotations on baking, milling and allied stocks listed on the New York Stock Exchange:

	Aug. 21,	Aug. 28,	
High	Low	Close	
Borden	88 1/2	70 1/4	87 3/4
Cont. Baking Co.	55 3/4	44 1/2	52 7/8
Corn Prod. Ref. Co.	59 1/2	52	53 1/2
Cream of Wheat	40	37	38 1/2
Crown Zellerbach Corp.	60 1/2	50 1/2	57 1/2
Pfd. \$4.20	98 1/2	89 1/2	91
Dow Chemical	92 1/2	73 1/2	84
Gen. Baking Co.	14 1/2	12 1/2	12 1/2
Pfd. \$8	153	138	150
Gen. Foods Corp.	120 1/2	89 1/2	109 1/2
Mills, Inc.	114	104	107 1/2
Merck & Co.	91 1/2	67	77
Monsanto Ch. Co.	56 1/2	38 1/2	52 1/2
Natl. Bisc. Co.	59 1/2	49 1/2	52 1/2
Pfizer, Chas.	43 1/2	35 1/2	37 1/2
Pillsbury Co.	49 1/2	41 1/2	48 1/2
Procter & Gamble	90	73 1/2	84 1/2
St. Regis Paper Co.	54 1/2	42 1/2	53 1/2
Std. Brands, Inc.	75 1/2	61 1/2	73 1/2
Sterling Drug	59 1/2	43	54 1/2
Sunshine Bisc., Inc.	106 1/2	94 1/2	107
Un. Bisc. of Am.	30 1/2	22 1/2	25 1/2
Victor Ch. Works	62 1/2	28 1/2	56 1/2
Ward Baking Co.	18 1/2	12 1/2	17 1/2
Pfd. \$5.50	94	87 1/2	89
West Virginia Pulp & Paper Co.	50 1/2	42	49 1/2
Pfd.	101	96	97
Stocks not traded:			
Am. Bakeries Co.	49 1/2	50 1/2	
Cont. Baking Co.	\$5.50 Pfd.	102	
Corn Prod. Ref. Co.	\$7 Pfd.	85 1/2	
Merck & Co.	\$3.50 Pfd.	77 1/2	
Natl. Biscuit Co.	\$7 Pfd.	153 1/2	
Pfizer, Chas., Pfd.	92		
Pillsbury Co.	\$4 Pfd.	100	
St. Regis Paper Co.	\$4.40 Pfd.	94 1/2	
Un. Bisc. of Am.	\$4.50 Pfd.	92	
Victor Ch. Works.	\$3.50 Pfd.	78 1/2	
Bid Asked			

THE AMERICAN STOCK EXCHANGE
Quotations on baking, milling and allied stocks listed on the American Stock Exchange:

	Aug. 21,	Aug. 28,	
High	Low	Close	
Burry Bisc. Corp.	10 1/2	6 1/2	8 1/2
Horn & Hardart Corp. of N. Y.	38 1/2	34	35
Wagner Baking Co.	5 1/2	2 1/2	4 1/2
Stocks not traded:			
Wagner Baking Co., Pfd.	76	71	
Bid Asked			

BREAD IS THE STAFF OF LIFE

Red Star Yeast Announces Promotion Of Sales Executives

MILWAUKEE—Cecil Bergenthal, manager of the consumer products division of Red Star Yeast & Products Co., announces the promotion of three division sales executives, two of them in the Middle West and one on the West Coast.

Walter A. Goletz, named manager of the division's central region, will make his headquarters in Milwaukee. He has been with Red Star Yeast since 1950, most recently as central division manager at Chicago.

William J. Derse succeeds Mr. Goletz as manager of the central division and will move from Detroit to Chicago. Through a combination of the east central and central divisions, the Detroit area will continue as part of Mr. Derse's territory. He joined the company in 1951.

Milton J. Mayer, affiliated with Red Star since 1955, has been promoted to manager of the consumer products division's western region and will remain in San Francisco. He had been manager of the northwestern division of the western region.



Every baker wants uniform flour...Atkinson delivers it!

Don't take less than you can get from

ATKINSON MILLING COMPANY MINNEAPOLIS

*Reg. U. S. Pat. Off.



DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 50 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. The sealing weight of bread is not affected by oven temperature.

2. When making French dough-nuts, ammonia is a necessary ingredient to produce the leavening action.

3. Rye bread doughs should be mixed on slow speed to obtain the best results.

4. The bottom of the pans, when making puff paste products, are dampened with water to decrease shrinking.

5. When changing a formula calling for 6 lb. nonfat milk to sweetened condensed nonfat milk, it is necessary to use 10 lb. of this ingredient

and to reduce the water 2 lb. and the sugar in the formula by 2 lb.

6. When discussing frozen fruit, the term 3-to-1-pack means that 3 lb. sugar is used with 1 lb. fruit.

7. The volume of angel food cakes may be increased by the addition of a small amount of baking soda.

8. When moldy ingredients are used in bread dough, the baked loaves will mold much sooner than when the proper type of ingredients are used.

9. The sponges, when making soda crackers, are fermented for about 18 hrs. before being made into doughs.

10. When soft water is used to make bread doughs, the bread will be improved if some yeast food is used in the dough.

11. Invert syrup is used at times in making sponge cakes to improve keeping quality.

12. It is not possible to keep unbaked pies in a refrigerator for any length of time like retarded sweet dough products.

13. Tri-calcium phosphate sometimes is added to powdered sugar to produce a whiter color.

14. The sugar and water should be cooked to a temperature of 340-342° F. when making boiled icing.

15. "Breakfast" cocoa should not contain less than 22% fat.

16. Beet sugar is not suitable for canning, according to statements made by many housewives.

17. Sinking in the center of streusel coffee cakes, after baking, can be overcome by turning them upside down on the cooling racks when they are removed from the oven.

18. To decrease spread in short paste cookies, granulated sugar

should be used instead of powdered sugar.

19. Cakes made with egg whites mold more readily than cakes made with whole eggs.

20. To help decrease the charring or burning of raisins in raisin bread, they should be soaked in a malt solution composed of 1 lb. malt to 10 lb. water.

BREAD IS THE STAFF OF LIFE

Safety Awards Won

ROCHESTER, N.Y.—No accidents during 500,000 miles of driving in six months and 300,000 working hours over two years earned the Rochester branch of Continental Baking Co. two safety trophies.

The prizes were awarded in the bakery by E. L. Timkerman of New York City, regional manager of Continental. The two awards are made twice a year by the regional offices.

Receiving the trophies was Walter L. Gerdes, who takes over management of the branch, replacing Herbert Van Wyk, who was transferred to a similar post in New Orleans. Mr. Gerdes is from Alexandria, Va.

Cobb's Sunlit Bakery Installs Bulk Flour System



SUPERINTENDENT—Lloyd Fay, bakery superintendent of Cobb's Sunlit Bakery, Inc., Green Bay, Wis., shows the firm's bun machine. One of the bakery's specialties is hamburger buns. The bun-making operation, as other facilities of the bakery, has been geared now to a modern, bulk flour handling system. In addition to his technical supervision at Cobb's, Mr. Fay is generally known in the Green Bay area as an expert fisherman.

GREEN BAY, WIS.—Cobb's Sunlit Bakery, Inc., of Green Bay, under the forward looking management of owners Harry B. Conlon, president and treasurer, and Louis J. Janquart, vice president and secretary, has remained in the fore-front of Wisconsin wholesale bakeries, maintaining a program of continuing mechanization.

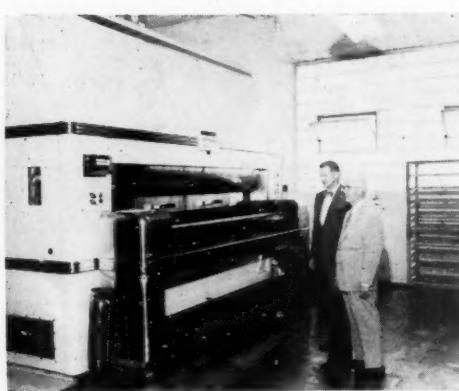
Among the latest modernization steps taken by the bakery is the bulk flour installation recently completed by the Fred D. Pfening Co. This consists of two huge silo bins which were individually engineered for the bakery. Flour is delivered from airslide hopper cars to either of two 115,000 lb. bins, a distance of approximately 50 ft., at a capacity of 850 to 1,000 lb. min. The system then automatically delivers the flour from either bulk storage bins to the present in-plant bin at a capacity of 200 lb. min. to maintain a supply of flour in the use bin at all times.

Bin loading is controlled from a panel located adjacent to the dump hopper. Throwing a switch starts the flour and turns on a floodlight. An important safety feature is the high-low level indicator. This electronic unit consists of a teflon insulated stainless steel probe the capacitance of which changes and energizes a relay (when bin is full). This automatically shuts off the flour-loading system and flashes a red "full bin" light to signal the dump hopper operator.

Sanitation Stressed

Sanitary conditions and cleanliness are an integral part of Cobb's bakery operations. Rigid standards govern material handling in the bakery and an unbroken routine of continuous cleaning and inspection procedures is additional assurance of Sunbeam quality.

American Machine and Foundry Co. recently completed a new continuous feed automatic roll machine with a new pan loader. Hamburger buns are automatically produced at speeds of 280 buns min. After two years of extensive research and development, Cobb's Sunlit Bakery's owners believe they have the most efficient, economical method for handling bakery products, from wrapping machine to the grocer's shelf. There is no more man-handling of every product, transferring it from carton or shelf to carrying box. Now salesmen can unload in multiples in convenient, lightweight transport trays. They save hours and dollars each week on every route with this ideal system. All trucks are especially equipped to handle these pallets. These have been found to be the best way for handling and distributing baked products, in a fresher, better looking display condition.



OBSERVING—While at Cobb's Sunlit Bakery, Inc., Green Bay, Wis., Fred M. Atkinson, president of Atkinson Milling Co., Minneapolis, at left, observed some of the other equipment. He is being shown a Petersen oven by Harry B. Conlon, Cobb's president and treasurer.



COBB'S PLANT—The bulk tanks for Cobb's Sunlit Bakery are at the top right within the area covered by the sign. The firm recently installed two silo bins individually designed for its purposes. On the second floor of the main plant, at the left, are the air conditioned offices of the company.



HANDY CARRIER—These two-wheel magnesium carts are used by Cobb's Sunlit Bakery for store delivery. The "transportrays" which the driver-salesman is removing go directly from the van to the store shelf with the baked products. They further act to prevent crushing, and are left in the store. The cart folds flat and is transported on the floor of the truck, and originated with an idea by Harry B. Conlon, president and treasurer.



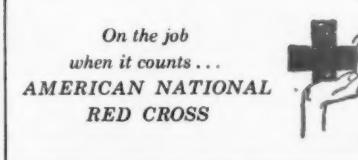
"Yes! . . . Our Mills are right up to date!"

Frank Lindholm, Superintendent of our Hastings Mill, Hastings, Minnesota, is proud to show "Mr. American Farmer" one of our mills on his tour of King Midas. We are a milling company that has always based its operations on main-

taining the most modern mills to produce the highest quality flour.

Constant vigilance and the highest milling integrity, to continually produce the best, that's what King Midas stands for, that's what we do!

King Midas FLOUR MILLS
MINNEAPOLIS • MINNESOTA



Mr. Bread Baker:

Do You Know Which Cooling System Is Best Suited to Your Dough Mixing Operations?

By P. H. Valentyne

A bakery engineer discusses the relative merits of liquid cooling and direct expansion cooling of bread doughs. His advice: (1) Be sure mixers are of a size to cool all loads that may be handled. (2) Have ample cooling storage capacity for peak loads.

Usually, dough mixer refrigeration has several factors working against its capacity to cool. One is ambient temperature during seasonal changes; another involves ingredients introduced in the mix; still another is the drop-off of cooling efficiency as the saturated suction temperature of the liquid chiller or compressor is lowered.

Most baking concerns today use mixers that are either liquid cooled or cooled by the direct-expansion system. The difference is simply that liquid cooling permits the use of smaller units, since storage capacity of the mixer jacket and other portions of the system will permit full use of the hourly capacity of the units; direct expansion offers the user ease of application and almost instant-

taneous response to cooling requirements.

The choice of which to use depends on the baker's needs and costs. But a better understanding of the systems may be helpful from the standpoint of efficient future expansion or new plant planning.

Development of Heat

Whenever work is done against friction, heat is developed in amounts exactly proportional to the work expended. The mixing of bread doughs produces a rise in temperature chiefly as the result of friction. This necessitates the application of a cooling system whereby the dough leaves the mixer at 78° to 80° F.

One factor in dough mass temperature rise is the specific heat of the substances, such as flour, water, su-

gar, salt, shortening, etc., introduced into the mix.

The specific heat of a substance may be defined as "the amount of heat required to change the temperature of one pound of the substance one degree." It commonly is expressed in terms of btu per lb. per 1° F.

When substances dissolve in water, changes in heat take place. In certain cases, this change is large, in others small, as when flour is mixed with water. This effect is known as the heat of solution or the heat of hydration.

The heat generated in flour by the addition of water varies according to the moisture content of the flour. For average conditions, flour usually has a moisture content of about 11% to 12%, providing an average heat of hydration of 6.5 btu. per pound.

To determine the method of cooling to offset the rise in dough temperature during a mix, it becomes necessary to calculate the cooling loads under a given set of conditions.

For example, the following is a heat balance for a 1,600 lb. sponge-dough mix of the following proportions: 850 lb. sponge, 350 lb. flour, 280 lb. water, 120 lb. small ingredients, sugar, salt, etc. This is a 1,600-lb. total dough weight.

The mixing time is 10 min. and the schedule requires four mixes per hour—with final dough temperature at 80°. The mixer is in a southern location where flour enters the mixer at 90° F., but no account is taken of the negligible amount of heat absorbed from the surroundings, since it is assumed that the mixer is well insulated. Sponge temperature is 90° and the ingredient water is 40° F.

HEAT FACTORS

Specific heat of sponge60 btu
Specific heat of flour42 btu
Specific heat of water	1.00 btu
Specific heat of ingredients4 btu
Heat of solution of flour	6.5 btu
Heat generated by motor	42.5 btu/min./H.P.
Motor efficiency	90%

Today, compact, efficient units are available for supplying large quantities of chilled water or anti-freeze

EDITOR'S NOTE: Mr. Valentyne is chief engineer in the Food Machinery Division of Baker Perkins, Inc., Saginaw, Mich.

solutions. Similarly, units are available for introducing refrigerants, such as Freon 12, into the mixer jacket to produce cooling by evaporation.

Liquid cooling is accomplished by circulating water, a mixture of propylene glycol, or a brine solution, through a jacket with suitable passages attached to the outside of the bowl sheet. It requires a central brine system serving a battery of mixers; or individual liquid chillers for each mixer. The latter setup is the most popular, since the chillers use the direct-expansion type of compression system, which has proved more efficient and less expensive than a brine system.

Temperature Control

Control of final dough temperature is obtained by balancing the absorption of heat from the bowl, to the amount of liquid pumped through and its temperature entering and leaving. Control is at times by use of a manual setting on a throttling valve. If individual chillers are used, the recirculating pump can be controlled "on-off" from the mixer thermostat.

Liquid cooling further permits full utilization of the hourly capacity of the units. If four mixes per hour are scheduled with the mixer operating 10 of the available 15 min., the liquid chilling unit can store cooling for 5 min. or 20 min. per hour.

Generally, it is necessary to use an antifreeze solution in a liquid chiller because the liquid is chilled by passing through coils in which Freon gas is circulated at temperatures much lower than freezing. Weak antifreeze solutions or water would freeze or sludge at the coils, and impair the efficiency of the unit.

To calculate requirements for a

(Turn to COOLING SYSTEM, page 38)

The Wafer with the Warranty That Protects YOU

Only Roche* makes it.
It's SQUARE.

Roche originated it.

Roche guarantees it.

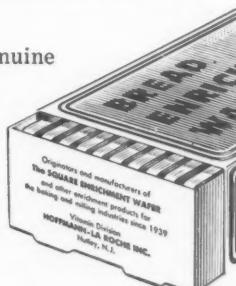


Roche engraves the Roche name on each wafer to make sure you always get the genuine square bread enrichment wafer guaranteed and made only by Roche.



Roche identifies each box of genuine Roche square wafers with the name Roche on each end of every box.

Roche guarantees each Roche square wafer with this warranty



*ROCHE—Reg. U.S. Pat. Off.

SQUARE BREAD ENRICHMENT WAFERS
are guaranteed by Hoffmann-La Roche Inc.
to give you

- 1. ASSURED POTENCY
- 2. QUICK DISINTEGRATION
- 3. SUPER-THOROUGH DIFFUSION
- 4. FINER, MORE BUOYANT PARTICLES
- 5. CLEAN, EVEN BREAK

Enrichment assured when SQUARE wafers are used as directed.

Complete disintegration in agitated water or yeast emulsifier.

Flour-fine particles insure even distribution throughout each loaf.

SQUARE wafers give you thousands of particles, longer suspension.

Wafers break clean into halves and quarters, for odd-sized doughs.

Look for the name ROCHE — your guarantee on the Wafer with the Warranty. Order from your yeast company salesman today.

VITAMIN DIVISION • HOFFMANN-LA ROCHE INC. • NUTLEY 10, NEW JERSEY

Soft Winter Wheat Flours

Family - Commercial Export

Long Distance Telephone 38
Cable address—"Jasco"

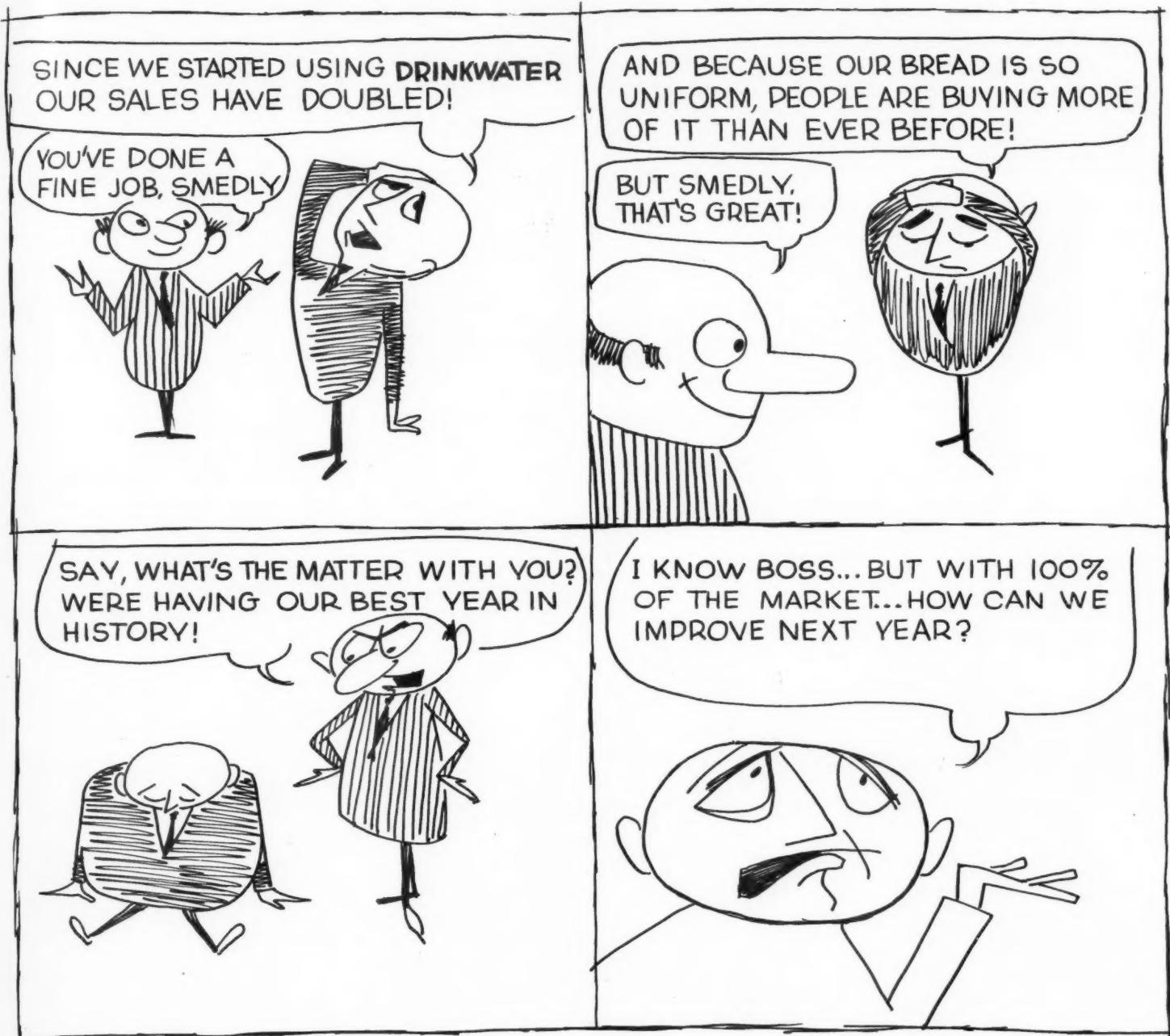
J. Allen Smith & Co., Inc.
KNOXVILLE 6, TENNESSEE

SPRING WHEAT FLOURS

RED WING SPECIAL BIXOTA CREAM of WEST PRODUCE BREADS WITH TASTE APPEAL

THE RED WING MILLING CO.
RED WING, MINNESOTA

Wheat Washed with Our Own Artesian Well Water.
Flour Tested and Baked in Our Own Laboratory.



MORAL: *That's one thing you can be sure of with Drinkwater Flour . . . an ever increasing share of the bread market.*

PROUD TROPHY WINNERS USE DRINKWATER,
THE FLOUR WITH CONSISTENT QUALITY!

DRINKWATER FLOUR

Morten Milling Company, Dallas, Texas

A Division of Burrus Mills, Incorporated



September

Sept. 5-7—Southwest Bakers Assn., annual convention, Western Skies Hotel, Albuquerque, N.M.; sec., R. J. L. Kilgore, 319 S. First St., Albuquerque, N.M.

Sept. 13-15—Southern Bakers Assn., annual production conference, Atlanta Biltmore Hotel, Atlanta, Ga.; pres., Benson L. Skelton, SBA, Inc., Pa.

703 Henry Grady Bldg., 26 Cain St. NW, Atlanta 3, Ga.

Sept. 18-20—Philadelphia Bakers Club, annual golf tournament; also participating: the Bakers Clubs of Boston, Baltimore, Central Pa., New York and the Pittsburgh Courtesy Club, Galen Hall, Wernersville, Pa.; sec., George Landenberger, 401 N. Broad St., Rm. 616, Philadelphia 8, Pa.

Fisher's

Our brands have become identified with quality the world over. . . . Extensive experience with top-quality wheats from Montana, Idaho, Washington and Oregon milled in the largest flour mill on the West Coast means flours of consistent uniformity and highest quality.

ORIGINATORS OF THE EFFICIENT AND ECONOMICAL BULK-PAK FLOUR BIN

FISHER FLOURING MILLS CO., Seattle, U.S.A.
Domestic and Export Millers
CLIFF H. MORRIS & CO.
Eastern Representative
82 Beaver Street, New York City



Milled from choice spring wheat under modern laboratory supervision for particular bakers—aged—aerated—bulk or sack loading.

Quality Flour for 58 Years

TENNANT & HOYT CO.
LAKE CITY, MINNESOTA

CALENDAR FOR 1959-60																					
SEPTEMBER					OCTOBER					NOVEMBER					DECEMBER						
S	M	T	W	T	F	S	S	M	T	W	F	S	S	M	T	W	T	F	S		
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JANUARY					FEBRUARY					MARCH					APRIL						
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MAY					JUNE					JULY					AUGUST						
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15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					
29	30	31			26	27	28	29	30												

Sept. 19-22—New Jersey Bakers Board of Trade, Inc., retail bakers convention and exhibition, Shelburne Hotel, Atlantic City, N.J.; sec., Michael Herzog, Standard Brands, Inc., 48 Clermont Ave., North Brunswick, N.J.

Sept. 20-21—Wisconsin Bakers Assn., Eau Claire Hotel, Eau Claire, Wis.; exec. sec., Fred H. Laufenburg, 6173 Plankinton Bldg., 181 W. Wisconsin Ave., Milwaukee 3, Wis.

Sept. 26-27—Nebraska Bakers Assn., annual meeting, Town House, Omaha, Neb.; sec., Louis F. O'Konski, 1806 Chicago St., Omaha, Neb.

Sept. 28-30—Missouri Bakers Assn., annual fall meeting, Arrowhead Lodge, Lake of the Ozarks, Mo.; sec., George H. Buford, 2214 Central Ave., Kansas City, Kansas.

October

Oct. 4-6—Virginia Bakers Council, Inc., fall meeting, Natural Bridge Hotel, Natural Bridge, Va.; sec., Harold K. Wilder, 5 S. 12th St., Richmond 19, Va.

Oct. 11-13—Kentucky Master Bakers Assn., annual convention, Sheraton-Selbach Hotel, Louisville, Ky.; sec., Albert J. Wohleb, 1814 Greenwood St., Louisville, Ky.

Oct. 16-17—Baking Industry Sanitation Standards Committee, fall meeting, Hotel Sherman, Chicago, Ill.; exec. sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

Oct. 17-21—American Bakers Assn., annual meeting and convention, Hotel Sherman, Chicago, Ill.; sec., Harold Fiedler, 20 N. Wacker Drive, Chicago, Ill.

Oct. 18—Bakery Equipment Manufacturers Assn., fall meeting, Hotel Sherman, Chicago, Ill.; exec. sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

November

Nov. 2—Connecticut Bakers Assn., fall convention, Hartford, Conn.; sec., Charles Barr, 584 Campbell Ave., West Haven 18, Conn.

Nov. 16-17—New England Bakers Assn., fall convention for members only, Sheraton-Plaza Hotel, Boston, Mass.; sec., Mae G. Greechie, 945 Great Plain Ave., Needham 92, Mass.

1960

January

Jan. 9-12—Ohio Bakers Assn., Commodore Perry Hotel, Toledo, Ohio; sec., Clark L. Coffman, Seneca Hotel, Columbus, Ohio.

Jan. 24-26—Pennsylvania Bakers Assn., golden anniversary convention, Penn-Harris Hotel, Harrisburg, Pa.; sec., Theo Staab, 600 N. Third St., Harrisburg, Pa.

Jan. 31-Feb. 2—Potomac States Bakers Assn. convention, Lord Baltimore Hotel, Baltimore, Md.; sec., Edwin C. Muhly, 1126 Matheson Bldg., Baltimore, Md.

Cable Address "RAYBAR"

TIDEWATER GRAIN COMPANY

Receivers - Shippers - Exporters
Export and Domestic Forwarders

Members all leading Exchanges
Established 1927

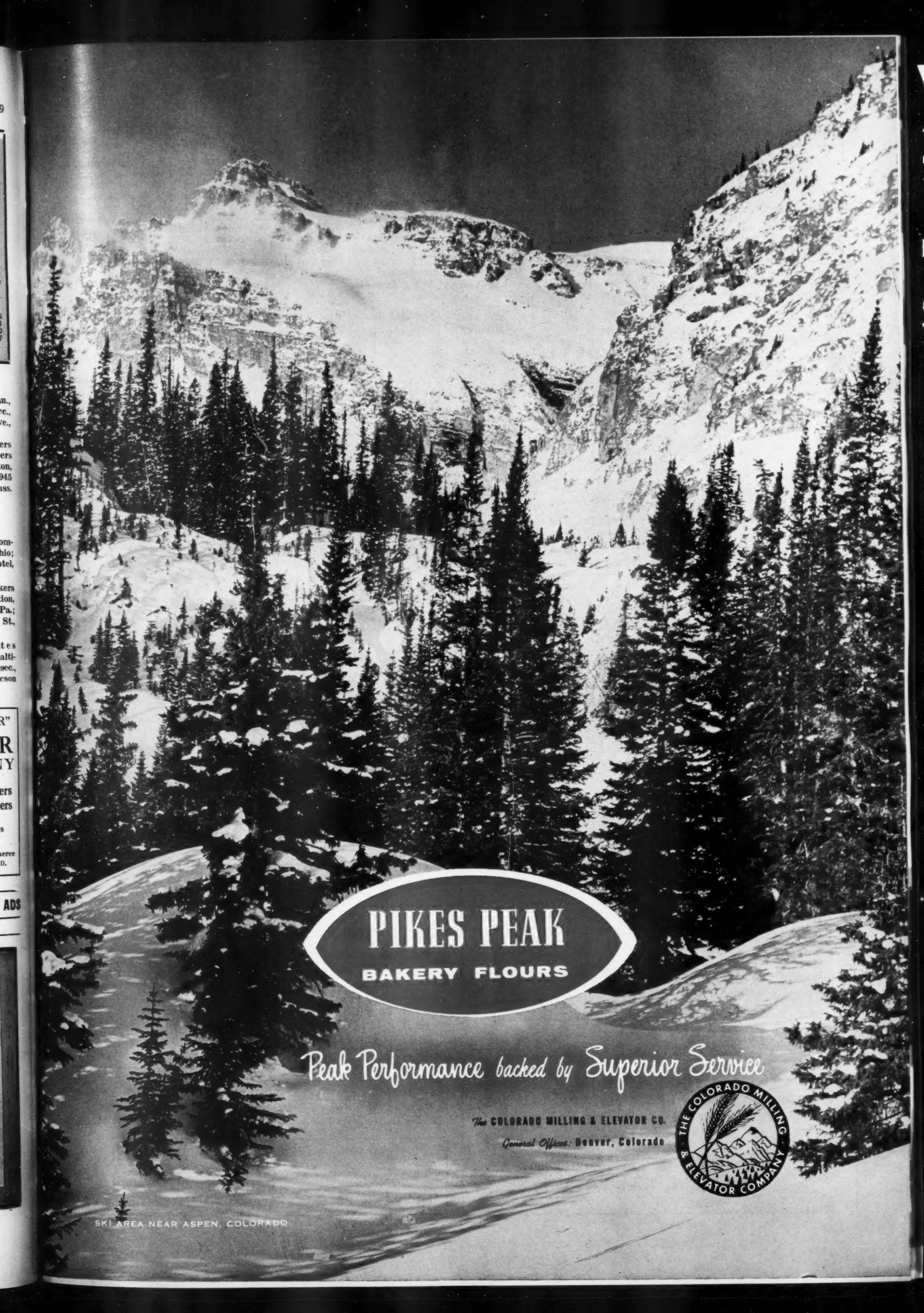
Bourse Building Chamber of Commerce
PHILADELPHIA 6, PA. BALTIMORE 2, MD.

Buy and Sell Through WANT ADS

Country-Milled from Country-Run Wheat located in the heart of America's foremost wheat producing section.

INDEPENDENT OWNER MANAGED

The
WALL-ROGALSKY MILLING CO.
* M. PHILLIPS, KANSAS



PIKES PEAK
BAKERY FLOURS

Peak Performance backed by Superior Service

The COLORADO MILLING & ELEVATOR CO.

General Office: Denver, Colorado



SKI AREA NEAR ASPEN, COLORADO

Merchandising Memos

By Wayne G. Martin, Jr.

Advertising Produces Results in Battle for Markets

The General Foods Co. spent \$96 million for advertising and promotion during its last fiscal year. This is a far cry from the expenditures of small and medium size bakeries but, as expressed by Charles C. Mortimer, president of General Foods, the lessons learned can be applied to "every soundly managed company producing consumer goods of any kind."

In discussing this subject, Mr. Mortimer recently said advertising is the force that "gets the share of consumer mind which must precede getting a better share of the market." He regretted the fact that "there is much loose thinking and not a little misunderstanding of the importance of advertising in today's economy of consumption and the intensely competitive battle for a profitable share of the market."

Mr. Mortimer believes that enough money should be spent on advertising to do a thorough job. He explained this as follows: "One thing our long experience has taught us is that the surest way to overspend on advertising is 'not to spend' enough to do a job properly. It's like buying a ticket three-quarters of the way to Europe; you have spent some money, but you do not arrive."

While Mr. Mortimer represents a huge company, his thinking on advertising and promotion is applicable to bakeries of all sizes. A modest expenditure for advertising may be sufficient for a small baker's needs, but he must be certain that it is enough to do a thorough job. Otherwise, the money will be largely wasted.

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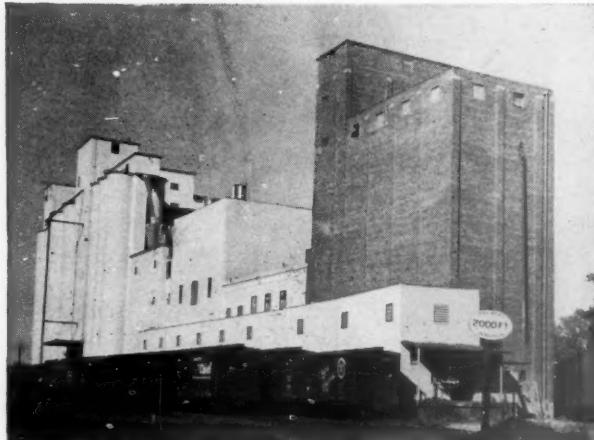
Tie-in Merchandising with Other Foods

For years the baking industry has seen the advantage of tie-in merchandising with producers of other food products. Milk, other foods used in making

BAKING TRAINING

for Veterans and Non-Veterans in
Bread and Rolls • Cakes and Pastries
Experimental Baking and Decorating Included
Scholarships Available—Write
DUNWOODY INDUSTRIAL INSTITUTE
An endowed non-profit trade school
818 Wayzata Blvd. Minneapolis 3, Minn.

To-Day's MODERN BULK FLOUR MILL



WESTERN STAR'S BULK FLOUR PLANT

THE PROCESS OF CONVERTING THE MILLING INDUSTRY FROM SACKED TO BULK REQUIRES MODERN BULK FLOUR STORAGE AND HANDLING FACILITIES TO REPLACE THE OLD SACKED STORAGE WAREHOUSES.

The WESTERN STAR MILL CO.
SALINA, KANSAS

sandwiches, and nearly all kinds of foods eaten with bread and sweet goods might be included in such a listing.

Another active entry in this field is the manufacture of paper plates, cups and other items on which foods are served. Originally, paper products were primarily used for outdoor cooking, camping, boating and other vacation activities. Now their sphere of usefulness includes indoor entertaining activities.

Bakery products, such as bread, cakes and cookies, are nearly always found where paper plates and cups are used. Today, many supermarkets and retail grocers feature displays of paper products on their shelves because they are fast-selling items. Frequently, suitable food products are tied in with such displays. Bakery goods are a natural for this purpose. Alert, merchandising-minded bakers will do what they can to take advantage of this situation.

▼ ▼ ▼

Greater Sales Effort Needed to Move Inventories

Because of materially expanded production facilities, virtually all businesses and industries in this country require greater advertising and sales promotion activities, according to a survey recently completed by the magazine Sales Management.

According to this survey, the over-all increase in this type of sales effort should be at least 9% in order to prevent a serious pile-up of inventories. In some industries an increase of 12% in promotional efforts is said to be required.

Commercial baking and several other industries are pictured as being in a much better condition, although facing normal prospective inventory increases. In their cases a rise of 5% to 7% in advertising budgets is recommended for the next several months.

The combination of production highs and expanded plant facilities, the survey points out, demands increased advertising to avoid over-stocking. Factories are capable, it is said, of producing \$15 billion more goods than we now consume, making marketing a more vital economic force than ever before.

Baking, of course, is a year-round business, but it is coming into seasons which are particularly adaptable for specialized activities. Its products will be in competition with those of other food manufacturers. To operate their plants at a reasonably high percentage of capacity will require aggressive, hard-sell advertising and merchandising. The market possibilities are there. It is up to bakers themselves to go after them.

▼ ▼ ▼

Advance Planning Needed for Special Events

Anniversaries of almost any kind offer bakers an excellent opportunity for bringing their businesses into greater public attention. Annual affairs can be established celebrating the founding of a business, and many other opportunities present themselves as time goes on.

However, to be effective, they cannot be spontaneous. They require careful advance planning down to the smallest details if full advantage is to be taken of them. This includes advertising, arrangements for visits to the bakery by consumers, preparation of special items, and all the other activities that go into anniversary celebrations.

Frequently, such events can be used as the inauguration for new advertising and marketing plans. Usually, advertising is broadened at such times to draw attention to the bakery's position in the community, and its importance in the business life of the area.

Many bakers find that their part in community activities helps to establish their identity as progressive businessmen and materially aids in the sale of their products. This can be particularly emphasized in the celebration of anniversaries. Such opportunities should not be overlooked.

OHIO GOLF OUTING

TOLEDO, OHIO—The annual golf outing of the Northwestern Ohio Master Bakers Assn. was held recently at Valleywood Country Club in Smallwood.

Michigan Soft Wheat Flour

Plain and Self-Rising

King Milling Company
LOWELL, MICHIGAN

George Urban Milling Co.

More Than 100 Years of Milling
BUFFALO, NEW YORK

KNAPPEN MILLING COMPANY

Producers of
BEST QUALITY MICHIGAN
CAKE & BAKERY FLOURS
AUGUSTA, MICH.
TEL: Redwood 1-8311

Exceptional Bakery Flours NO-RISK EX-HI NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS

Capacity 4,000 Cwts. Daily

Grain Storage 4,700,000 Bus.

"ROCK RIVER" "BLODGETT'S" RYE "OLD TIMES"
RYE

All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848

FRANK H. BLODGETT, Inc., Janesville, Wisconsin

HIGHLIGHTS OF FLEISCHMANN'S SERVICES TO BAKERS: THEN AND NOW One of a Series

The year was 1911. The man, Joseph P. Bachman. The result? The Fleischmann-sponsored "Bachman School of Baking." Bachman combined a genius for teaching with a vast knowledge of bakery fundamentals. Here was a man who loved his work, and had the knack of sharing what he knew. Many a successful baker, today, gives credit to Joe Bachman. For many a good production tip he passed on to bakers!

Today, Fleischmann's bakery production service staff takes on the task which Bachman initiated. *Fleischmann considers production assistance so important that we have brought together the largest staff of bakery consultants and production service men in the business.* There's at least one in every Fleischmann district. These men are truly experts in the tradition of Joe Bachman. They keep on top of every new development in the industry. And they gladly share their know-how with bakers. Any baker!

Our bakery production service will be available as long as there's a baker who needs it.

Fleischmann's Yeast



MEASURE YOUR YEAST BY THE SERVICE YOU GET

Planning to Sell Your Bakery?

A Successful Sale May Hinge on Having the Right Advance Answers to Some Very Important Questions

IT may appear obvious, but before a baker puts his business up for sale it is a good idea to give some serious thought to such factors as the asking price along with other paramount considerations. Closing a sale favorably just may hinge on hav-

ing the right answers in advance. Some bakeries revert to sellers simply because insufficient reflection was given to terms and conditions of sale.

Many retail bakeries are never sold because owners set too high a price. Some bakers are so preoccupied with

making a profit on the sale they lose sight of what is usually their primary objective: To get their capital investment unfrozen and in liquid form, or largely so. Most prospective buyers—by the very fact of having sufficient funds to swing a deal—are also suf-

ficiently knowledgeable to shy away from over-priced offerings.

If a bakery is put on the market with the objective of retiring, an aging owner may be particularly prone to set a fanciful price. The owner knows the proceeds will have a direct bearing on his retirement income. Unfortunately, few prospective buyers are interested in a seller's retirement problems, and certainly are not interested in solving them through a higher price.

A baker who is selling with the objective of reopening elsewhere, perhaps on a larger scale, may defeat his purpose by over-pricing. He may lose a fleeting chance to exploit a desirable new location because of short-sightedness in pricing the old bakery. The real loss may be greater than the hoped-for gain.

A fair price, and one calculated to move a business, has been defined as "a price that a willing buyer will pay a willing seller"; in short, there must be a meeting of minds. Stubbornly holding out for an unrealistically high price will not break down buyer resistance. There are too many other, equally desirable bakeries on the market more fairly priced.

Selling Price Defined

What, realistically, an owner has tied up in his venture is an important factor in determining selling price. Often, however, the various components of a retail bakery are heavily "watered." Values are artificially inflated. Aging fixtures and equipment, worth little, may suddenly be valued at original cost or near that figure. Sometimes, a bakery owner may even talk in terms of replacement cost when, in fact, the value of some of these items is nil—but do not replacing.

A secondary, often primary, consideration is net earnings of the bakery being offered for sale. A prospective buyer is interested not only in acquiring a going bakery but one that is profitable. He is looking for a reasonable return both on his investment and his personal services. One of two identically priced bakeries may offer far better net earnings as well as future prospects than the other. Obviously, the business offering a lower return is less attractive. Very likely it is over-priced.

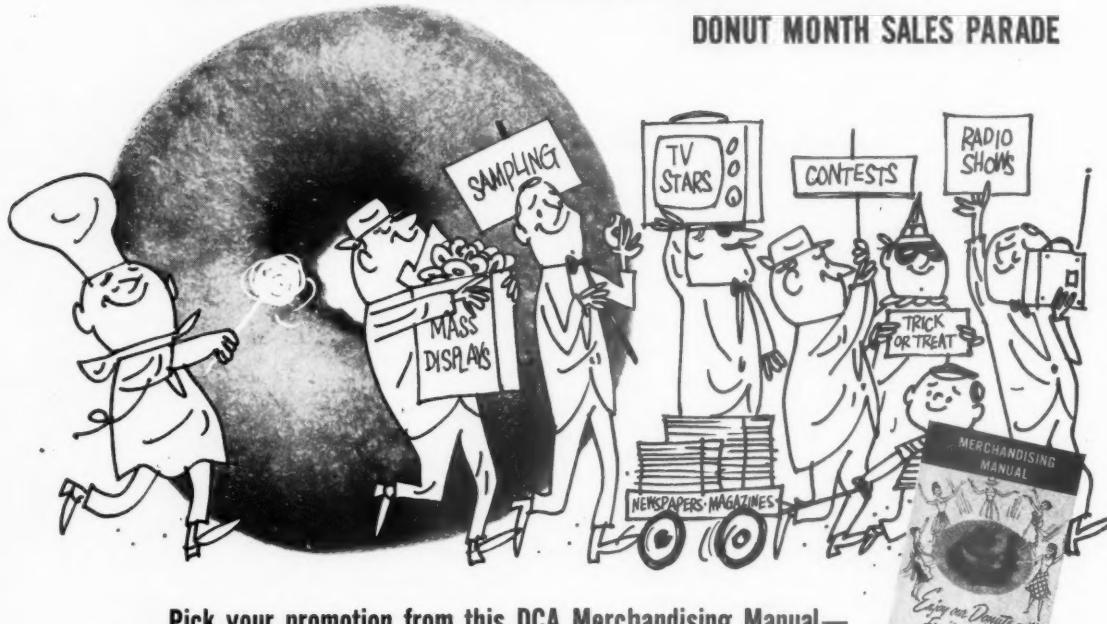
In advertising and in personal talks with prospective buyers the baker should emphasize the desirable features of his bakery, those which should most favorably impress a buyer. If long-established, its stability is an asset. Its location may be in its favor, and also, its lack of competition. If the area is growing rapidly, suggesting an increase in volume, this should be stressed. If rent is low, compared to that generally prevailing, a transferable lease is valuable. A prospective buyer, with a growing family, may even consider the community environment, its schools, if good, in a favorable light. Do not assume that the area's non-commercial assets are unimportant. A buyer considering several bakeries in as many different communities may be influenced in his final decision by non-business considerations if his choices in business offerings are comparable. Some prospective buyers may set considerable value on cultural or recreational facilities. Good hunting and fishing may not be a drawback to the sports-minded baker.

Reason for Selling

A good many prospective buyers will want to know "why" a baker is selling. Some prospects may attach great significance to the reason given. They may feel this will guard them against making a buying mistake. If

DRUM UP EXTRA VOLUME

Join DCA's 31st Annual
DONUT MONTH SALES PARADE



Pick your promotion from this DCA Merchandising Manual—
hundreds of different promotions to choose from, such as:

Donut Institute's Recipe Contest: Women are asked to tell the novel ways they serve donuts at home. First national prize winner gets an all-expense, two-week vacation for two at the fabulous Diplomat Hotel and Country Club, Hollywood-by-the-Sea, Florida. A Cory Electric Knife Sharpener goes to the next 225 national winners.

Vote for President Campaign: Consumer votes in either restaurant or retail outlet for President of the National Dunking Association. With Martha Raye and Red Skelton the candidates, look for much campaigning on TV this fall—with newspapers reporting the fun.

Halloween Campaign: Donuts are a natural "Trick or Treat" item. Expect hundreds of food editors—radio, TV, newspaper and

magazine—to feature donuts at Halloween. Cash in on the plugs!

DCA makes available all the promotional material you'll need to cash in on any (or all) of these campaigns.

DON'T WAIT! CLIP! FILL IN! MAIL NOW!

DCA Food Industries Inc.
45 West 36th Street, New York 18, N.Y.

I'm interested in seeing the DCA Merchandising Manual to select a fall donut promotion:

NAME _____

NAME OF BAKERY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



DCA

MEN WITH IDEAS
want to see you . . .

Each DCA/C&S man is trained in production, sales and merchandising services. "One call covers all": equipment, mixes, toppings, fillings.

DCA FOOD INDUSTRIES INC.

45 West 36th St., N.Y. 18, N.Y. Canada: 68 Broadview Ave., Toronto, Canada

Chapman & Smith Company, Inc.
Rolling Pin Square, Melrose Park, Ill.

F. W. Stock & Sons Inc.
Hillsdale, Michigan

Flour Buyers Look at Cost Not Price

The farsighted bakery flour buyer is not nearly as much interested in the price of flour as he is in the ultimate cost of using it. He is purchasing a product of a miller's equipment, ability, and sincerity, to use as an ingredient in his own product—baking results sight unseen. He knows the difference in price is often caused by a difference in quality.

That's why many big users of flour are regular customers of Gooch's Best. They know Gooch has modern equipment, skilled craftsmen and the choicest of wheat plus the Know-How and Desire to mill the best bakery flour possible . . .



GOMEC

A flour we recommend to all bakers wanting the best in a Hard Winter Wheat Flour.

SPRING LOAF

This is our top-quality Spring Wheat Flour.
High Absorption
Excellent Tolerance

JUMBO

A strong protein Spring Wheat Clear Flour with good absorption.

GOLD NUGGET

Our finest quality Spring Wheat Clear Flour. Our friends say it's Tops in its Field.

WHOLE WHEAT

Hi-Protein Spring Wheat. Milled especially with a rich wheaty flavor for the baking trade.

RYE FLOUR

Pure or blended to fit your requirements. Milled with the flavor left in.

GOOCH'S BEST Identical Performance FLOURS

GOOCH MILLING & ELEVATOR CO.
LINCOLN, NEBRASKA

Daily Capacity 6,000 Cwts.

Elevator Space 4,000,000 Bus.

the reason seems to reflect unfavorably on the business, they may back away. So it is a good idea to have an acceptable reason. Forthrightness may be a great human virtue; it can be a handicap in selling a bakery. One baker, in advertising his business, frankly informed readers he was "tired of long hours-needed a rest." He paid good money to suggest to prospective buyers that his bakery was only profitable by working excessive hours—and that they could look forward to the same.

Reasons usually acceptable to buyers include these: Partners disagree,

marital difficulties, retirement because of age, chronic illness, necessity to go to another climate for reasons of health, desire to engage in a larger enterprise, or sale of one bakery to give more attention to another already owned and operating. These reasons imply that, except for such circumstances beyond the control of the seller, he would not consider selling at any price.

A good many bakeries, fairly priced, find few prospective buyers because of unfavorable terms. The cash required may be too great for most prospects, even if they are thorough-

ly competent to run the business. Sometimes a purchaser is not only asked to pay all cash for a bakery but to buy the real estate it occupies as well. This may stop many possible sales before they even reach the preliminary discussion stage. It may be much more practical to offer the bakery separately, even if the owner eventually wishes to dispose of the real estate. Once he sells the business, his property has a tenant and, if the rent is favorable, he may find a prospective buyer looking for rental income.

Again, a sale may be quickly consummated because the cash required

is low. This may result in the business reverting to the seller because the buyer has too little equity; he may see little need to exert himself because he has little at stake. Taking repossession may prove more costly, in many ways, than the small amount of cash the seller realized. Too, if the cash required is too small, the unpaid balance may be too heavy a burden for the buyer to liquidate out of earnings, even if he withdraws only moderate amounts of cash for his personal needs.

If any terms whatsoever are offered—and this may be a necessary condition to effect a sale—a credit check should be run on the buyer before going into escrow. It may be well to check the buyer's practical business background, as distinct from his skills as a baker. His moral character will have a bearing on how seriously he exerts himself to observe his obligations.

Picking a Broker

If a baker lists with a broker, he should pick his agent with care. Preferably, select one who specializes in selling businesses. In large metropolitan areas he may even locate a broker who specializes at least largely in handling retail bakeries. If so, he may have a considerable following in the trade, with valuable trade connections and knowledge of a good many prospective buyers who are awaiting the right offering.

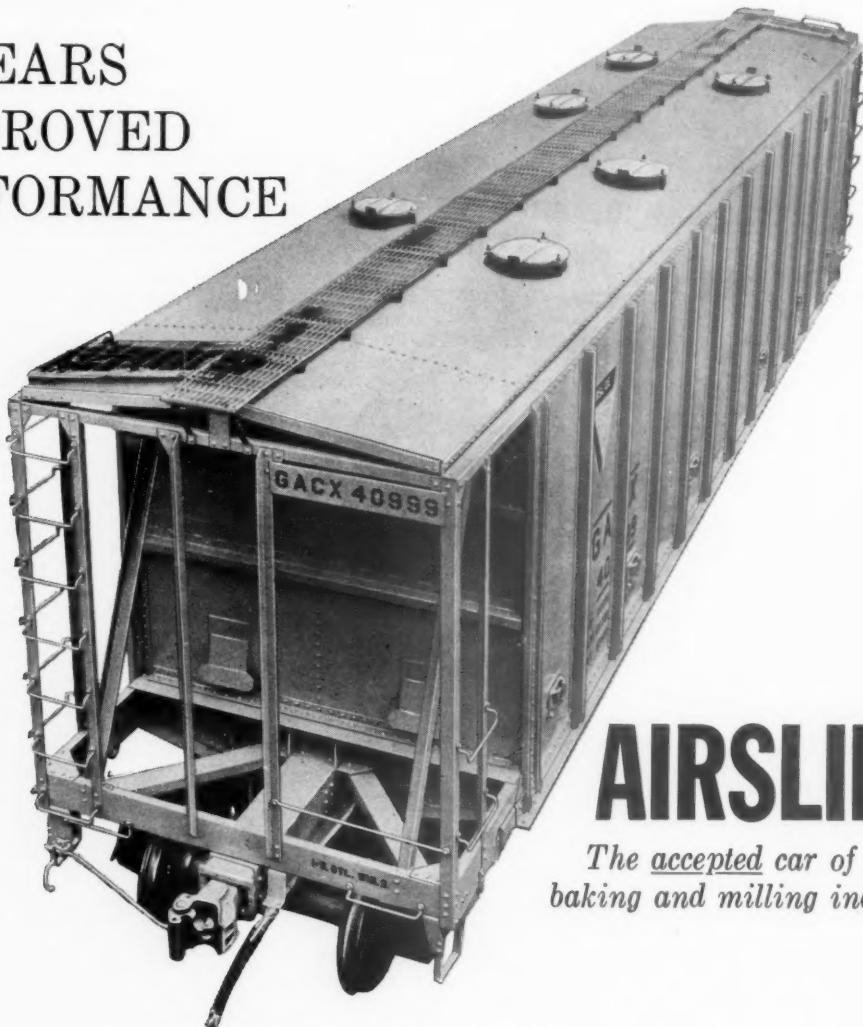
In smaller communities, there may not be even one business broker, although general real estate agents welcome business listings. In that event it may be wise to seek one in a nearby larger city. The more extensively a broker advertises, and the larger the geographical area in which his advertising appears, the more likely he is to find a buyer.

Do not expect a miracle from the broker. Locating qualified buyers is a slow process at best. This difficulty of finding a buyer increases the higher the price placed on a business.

Do expect to give a broker an exclusive listing for a stated period of time. Advice to the contrary has made print, but it fails to recognize the realities of selling a business. The catch in listing on a non-exclusive basis is this: Few producing brokers will take listings on such a basis, and when they do they will not exert themselves, concentrating their efforts on listings that are exclusive with them, and in which they are fully protected in the event they locate a buyer.

The baker may resist the idea of paying a broker's fee, feeling this is a needless expense he can pocket. Maybe so! Maybe not! The trouble is, he may not be prepared—or willing—to do the things a broker would do to sell the business. He is not exposed to the prospective buyers that pass through a broker's office in response to his many listings and advertising. The seller has only one business for sale. He may not even recognize when

6 YEARS OF PROVED PERFORMANCE



AIRSLIDE®
*The accepted car of the
baking and milling industries*

Every year, more and more millers and bakers are going to Airslide cars for economical bulk shipment of flour. Here's why:

- 1. No bills for bags, drums or containers
- 2. Easier, safer loading and unloading
- 3. No packing, racking or stacking
- 4. Far more clearance for unloading

Where the volume warrants, the Airslide car can be used for bulk transportation of sugar. For further information on bulk shipping, call or write. You'll find, *it pays to plan with General American.*

Airslide and Dry-Flo Car Division
GENERAL AMERICAN TRANSPORTATION
135 South LaSalle Street • Chicago 3, Illinois
In Canada: Canadian General Transit Co., Ltd., Montreal



DAVID HARUM
"Regular" Bakers Flour



**Good bread is the product
of perfect fermentation...
and fermentation starts
in the yeast plant**

BUDWEISER YEAST
ANHEUSER-BUSCH, INC.
Bakery Products Division

he has a "live one," muffing his chances when they appear.

Very likely he will not spend the money on advertising that is necessary to finally generate a sale. He may limit himself to sporadic advertising in only the local paper. If he is located in a smaller city or town, by that fact he restricts himself as to the number of prospective buyers. Conceivably, there may not be a single prospective buyer who ever reads his ads and who is financially able to make a deal. In that event, he does save a brokerage fee, but at the price of continued ownership. This is a dubious accomplishment, considering the desire to sell.

Determined to Sell

If he is determined to make the sale himself, he must advertise consistently, extensively and widely. He may locate live prospects hundreds of miles away when none are nearby. Do not try to economize in advertising either in the size of each ad or in the number of insertions or papers used. Be factual. Indicate gross receipts and net earnings, if favorable, or any other pertinent points that may "hook" reader interest and further inquiry. Do not be coy or obscure in advertising copy. Spell out the asking price and terms, if any.

The seller may profitably take classified or display advertising in trade publications. At any given time, at least some readers are seeking to relocate after selling their own business. Sometimes the sale of one business will generate the purchase and sale of another. Some readers may wish to relocate for health or other reasons in other areas of the country. A good many bakers working for wages may be ready to strike out on their own.

Answer all correspondence promptly. Delay is fatal. Try to answer questions factually. It may be well to enclose an inexpensive snapshot of the bakery exterior. If the Chamber of Commerce has literature descriptive of your community, send it along.

Personal Contacts

It is not impossible a friend or acquaintance in the trade may be in the market for the bakery. A competitor may be interested in buying it, either to eliminate one and merge the two bakeries or to operate at two locations. Perhaps one or more employees are in a financial position to buy. Sometimes employees may form a partnership to swing a deal. Suppliers and their salesmen may know of a buyer or at least suggest possible leads. The local bakers' association may know of a member who wants to get back into business and is looking for a place.

BREAD IS THE STAFF OF LIFE.—

Expansion Program

APPLETON, WIS.—An expansion program estimated to cost \$550,000 is under way at the Elm Tree Baking Co. B. A. Pfefferle, president and general manager, announced that the firm is planning a \$300,000 addition and \$250,000 worth of equipment for the expansion.

The building program will add 35,000 sq. ft. of warehouse, bakery and garage space to the present building, which is a one-story structure 56,250 sq. ft. The equipment to be installed includes two liquid shortening tanks and a pneumatic flour handling system.

Also in the plans are 14 new garage stalls, new cold storage space and a considerable number of additional employees.

Baking Department Being Reorganized At Florida State

TALLAHASSEE, FLA.—Reorganization and upgrading of the Baking Science and Management Department of Florida State University is under way and will continue throughout the school year of 1960-61.

Dean Charles A. Rovetta, head of the School of Business Administration at FSU, of which the baking de-

partment is a part, has stated that the reorganization will produce a more sound educational program, with emphasis on improvement of courses.

The baking industry program at FSU is the only four-year baking course in the U.S. leading to a bachelor of science degree. The program was founded in 1950 through cooperation of the Southern Bakers Assn. Since the first class was graduated in 1954, B.S. degrees have been received by 73 students from all parts of the country.

This year 15 students have been

graduated with B.S. degrees: Richard L. Ainsworth, Springfield, Mass.; Thomas E. Chivers, Miami, Fla.; Robert M. Evans, Hamburg, N.Y.; Joseph V. Forg, Lebanon, Mo.; James Michael Kelly, Tallahassee; James J. O'Brian, Minonk, Ill.; Donald A. Penn, Tallahassee; Frank K. Reuss, Yonkers, N.Y.; John E. Riley, Parkersburg, W.Va.; Charles E. Savage, West Allentown, N.J.; Jack H. Schuster, Pueblo, Colo.; Ronald Z. Smith, Waynesburg, Pa.; Albert C. Voll, Danville, Cal.; Robert J. West, Anderson, S.C., and David T. Youngblood, Montrose, Pa.

How Bill Stewart helps make Commander Larabee

"Better to Buy from"

Bill Stewart is young but as mature as golden wheat when heavy heads bend the stalk. His youth gives him the drive to stay with the rig as they thunder northward through the ripening grain. Maturity gives him the discerning eye necessary for his job. Commander Larabee's crop survey moves fast and far . . . sometimes ahead of the harvest . . . sometimes abreast of it . . . following the mainlines and the spurs. In the wide country, it's often the prairie-bound elevator and the field on the horizon that yields the finest grain.

Like others on Commander's survey team, Bill learned his grains early and well. His dad remembers with pride the flashing sparks from the straw burner, fork-blistered hands and the neck that burned from sun, sweat and chaff. His concern for quality is typical of the dozens of bronzed Commander Larabee experts whose experienced eyes assay the harvest.

3 There's safety in numbers. The grain country is vast . . . almost beyond belief. Commander Larabee pulls thousands of samples . . . stores them in the vault. Central Control lab tests them all for moisture, ash, and protein, and for the most important extra, Commander Larabee "baking quality," can go back at any time to run another check.

4 Now ports. The harvest is field and to make

Virginia Bakers Council to Examine Industry's Future '10 Years from Now'

RICHMOND, VA.—A distinguished panel of baking industry figures and prominent allied tradesmen will form the basis of the 13th annual fall meeting and conference of the Virginia Bakers Council, Inc., to be held Oct. 4, 5 and 6 at Natural Bridge, Va. The entire program is being planned as a "look into the future of the industry."

Theme of the conference will be

"The Future Belongs to Those Who Prepare for It," reports Harold K. Wilder, executive secretary. Headquarters will be the Natural Bridge Hotel. Basically, the program will be a panel presentation, with audience participation encouraged. The entire program will be directed to developing answers to this question, "How will 'who' distribute 'what' 10 years from now?"

The many problems suggested by this general question will be explored in depth by the panel. Some of the points which will probably come under discussion are these: methods of distribution, production methods, consumer research, technical research, personnel recruitment, and better product packaging.

Moderator of the program will be Dr. Charles C. Slater of A. D. Little, Inc., who is well known for his work in preparing "The History of the Baking Industry," recently published by the American Bakers Assn. Dr. Slater is an astute student of past and

present bakery operation, has had practical experience in the industry, and has been doing some independent research into future solutions to present problems. He will make the keynote presentation for the panel, which will consist of:

John E. Lange, general manager, American Bakers Cooperative, Inc., will outline his views on changes needed in the distributive system if the independent baker is to retain his place in the sun.

Don F. Copell, executive general manager, the W. E. Long Co., Inc., will give his ideas on the personnel and production problems of the coming years.

William A. Lohman, Jr., vice president, General Mills, Inc., and president of the Allied Trades of the Baking Industry, will present his views on the need for intelligent consumer research to determine what type of products consumers will demand.

S. Frank Straus, executive secretary, Virginia Food Dealers Assn., Inc., will outline, in some detail, the changes in distribution methods necessary for wholesale bakers to retain their individual and collective places in the scheme of things, in the retail food field.

Wilbur M. Gaunt, managing director, Virginia Chain Store Council, Inc., will outline the philosophy of the chain store's handling of bakery products, from production to point-of-sale, and give some hints on how independent wholesale bakers can get more of their products on chain store shelves.

John G. McAlpine, Jr., bakery accounting executive, will point out what has happened to costs, department-wise, in the baking industry in the past 10 years, why these things will have happened, and what can be expected during the next 10 years if current trends continue.

This panel presentation will occupy one entire morning session. Following lunch the conference will again go into session for a continuation of the morning program. The afternoon session will be devoted to audience participation and a discussion on the presentations made at the morning session. Each speaker will be on hand to enlarge on or defend his presentation.

"Club VBC," which proved such a hit at the spring meeting, again will be in operation on an enlarged scale, and ample provisions will be made for beverage service, card playing, and "just plain and fancy sitting," given good weather. If the weather is bad, ample indoor space will be provided.

Sunday Get-Together

There will be the usual Sunday evening get-together on the terrace; the smorgasbord in the auditorium, and an after dinner program.

Monday morning, Oct. 5, Anheuser-Busch, Inc., will again act as host at the "invitation breakfast."

At luncheon Monday noon, the council will have as guest the winner of the 1959 Virginia 4-H Club bread demonstration, who will give a short talk on what she learned about bread and baking in her 4-H work, and a short demonstration of the bread product which won her the state award this year.

Monday evening there will be the hospitality hour, with Standard Brands, Inc., as host, followed by the annual "Dutch Treat Dinner," and then the annual dance and entertainment.

Tuesday morning, Oct. 6, the active members of the council will hold their annual business meeting, with adjournment at noon.



1 While the combines are on the move a good man can hook a toe on a tractor lug and learn a lot. Bill talks some, but mostly he listens to reports on the weather, crop progress, and to predictions as to which areas will yield Commander Larabee quality grain.



2 It's the grain that counts . . . whether the truck is a semi or a one ton pick-up. Here, at Hayes, Kansas, Bill pulls a sample. From now on it's up to the laboratory. Quality is double-checked before Commander buys to be sure top producing counties are again on the mark.



3 Now Bill pours his knowledge into a pool of reports. The big map becomes a living picture of the harvest as Commander's team gathers news from the field and plans the buying campaign to obtain grain to make the flour we're proud to sell.

COMMANDER
LARABEE



First in Bakery Flours!

A DIVISION OF ARCHER-DANIELS-MIDLAND • MINNEAPOLIS

Billing the Baker's Doorbell

Continental Baking Co. of Ogden, Utah, will build a new \$125,000 distribution facility adjacent to its present plant, it was announced by Fred A. Kuhlmann, manager. The company will demolish an old, three-story building as soon as it moves into the new quarters.

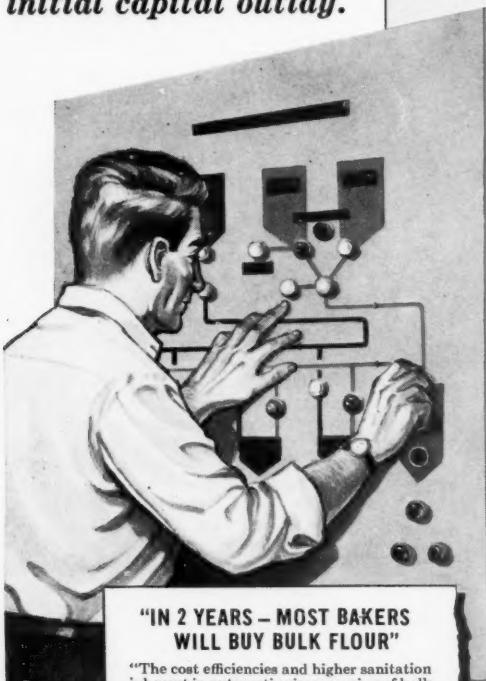
At Colorado Springs, Colo., Glen's Pastry Shop, 1823 W. Vermijo, has been licensed to do business. Glen H. Torgeson is the owner.

An order for the closing of the Joe Spatz Bakery Co., 1337 W. Sec-

ond St., Dayton, Ohio, has been issued by Common Pleas Judge Robert L. McBride. Jack Brown, a court-appointed receiver, reported that he appraised the firm's real and personal property at \$54,000 while liens against it totaled \$110,000.

PLANNING TO CONVERT TO BULK FLOUR?

Your actual cash savings pay for a **FLUIDIZER®** air conveying system in 30 months! *Fluidizer Finance Plan* limits initial capital outlay.



"IN 2 YEARS - MOST BAKERS WILL BUY BULK FLOUR"

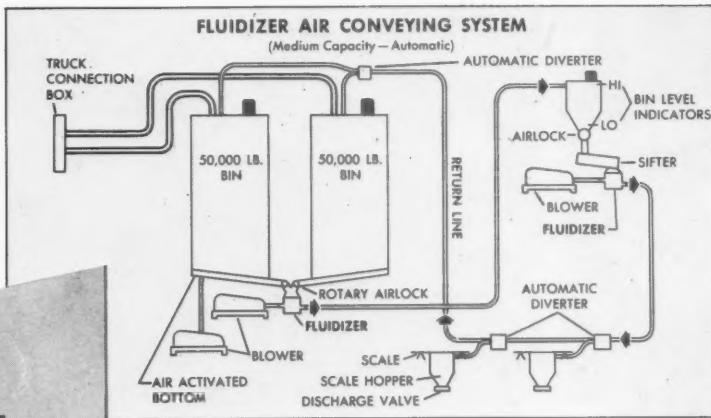
"The cost efficiencies and higher sanitation inherent in automatic air conveying of bulk flour and sugar have led to rapid conversion of major U. S. bakeries to complete air handling systems," according to William P. Edmunds, General Manager of The Fluidizer Company, a major designer and producer of air systems machinery.

"Most bakeries will be fully converted in two years," according to Edmunds, "since present unconverted bakeries' financial balance sheets are now reflecting the problem of the high cost of hand labor and a need for more efficient use of existing facilities. The price ceiling on the retail market for flour products is causing bakery executives to search for new sources of profit through production efficiencies."

The solution for many industry leaders has been bulk flour purchasing and in-plant air conveying systems.

Benefits gained by conversion include cash savings of 13¢ per CWT on the bag and about 11¢ per CWT on automatic handling, shrinkage and sanitation. Based on flour input of 1000 CWT per week, cash savings amount to about \$12,500 per year. Savings in bulk starch and sugar are even higher.

Edmunds indicated that smaller bakeries can install basic air handling systems that can be fully converted at a later date.



The Fluidizer Finance Plan is designed to enable any bakery to convert to bulk flour immediately with a minimum capital investment. The financial data set forth below is based on the illustrated system, it is just one of the many Fluidizer system designs available in all price ranges. Costs of systems depend on utilization of your present facilities and capacity requirements. Call for free engineering estimate.

Cost of a complete Fluidizer system (see drawing) including custom engineering, mechanical installation, automatic controls and electrical installation.....	\$30,000.00
Less 20% down payment	6,000.00
.....	\$24,000.00
Plus 30 month carrying charge	3,000.00
.....	\$27,000.00
Monthly payment (30 mo.)	\$ 900.00
Flour usage.....	1000 CWT/per week
Bulk savings.....	\$0.24 per CWT
Total savings per month	\$ 1,040.00
Total savings 30 months	\$31,200.00
Cost of System.....	(per month) \$ 900.00
Cash saving with System.....	(per month) \$ 1,040.00

Fluidizer®

Most advanced in modern air handling

THE FLUIDIZER COMPANY
A DIVISION OF SUPERIOR SEPARATOR CO.

121 Washington Avenue South, Hopkins, Minnesota
West 8-7651

OFFICES:

Minneapolis—Main Plant,
Hopkins, Minn.
Chicago—Regional Office

REPRESENTATIVES:

Akron—M. Moshilovich Co.
Baltimore—Robert Case
Houston—H. B. McMill
Los Angeles—R. E. Schneider & Assoc. (Tustin)

Philadelphia—Joey Equipment Co.
(Bryn Mawr)
Pittsburgh—Control Equipment Dist.
Roanoke—W. R. Mayes Co.

St. Louis—K. W. Rodemich Co.
Seattle—The Temco Co.
Buffalo—Danforth & Cunningham (Orchard Park)
Louisville—E. Dittkay Co. (Jeffersonville)

The Big Apple grocery chain operating out of Atlanta, Ga., is going in for baked-on-premises departments. The firm has opened another new supermarket, with its own baking department, at 2525 N. Decatur Road, Atlanta.

Mr. and Mrs. Hollis Hemmingson have assumed management of the Bake Shop at Kadoka, S.D., leasing the operation from Mrs. Clarissa Pettyjohn, who operated it for three years.

Mr. and Mrs. Ed Walser, owners of the Parker (S.D.) Bake Shop, recently celebrated completion of an extensive remodeling and redecorating program with an open house.

The OK Do-Nut Shop, operated at Lewiston, Idaho, the last 11 years by the late John H. Rosekrans, has been sold to Clarence J. Backstrom of Spokane, Wash. Mr. Rosekrans died earlier this year and the business has been closed since his death.

La Doughnut Shop, 50 E. Virginia Ave., Denver, has been issued a license to do business, with R. H. Phillips as owner.

Dolton Manufacturing Co., Dolton, Ill., has acquired the bakery division of Research Products Co., Kansas City.

Finney's Holsum Bakery, Inc., bread-roll plant at Greenville, Texas, has been acquired by Continental Baking Co. No personnel changes are planned.

Sun Valley Bakery, Phoenix, Ariz., one of 15 operated in the Valley, has been opened in the new \$2.5 million Freeway Plaza shopping center, 27th Ave. and Bethany Home, according to Barney Shanks, president.

Child's Pastry Shop, Inc., 252 S. Birch St., Denver, has been incorporated, listing \$49,000 capitalization, by Adolf and Gerda Rothschild and Royce D. Sickler. They will also serve as directors.

Beier's Bakery, Dixon, Ill., has been sold to Norval Buros, formerly the manager. Prior to his association with Beier's, Mr. Buros was with

(Turn to DOORBELL, page 30)

BROWN'S HUNGARIAN
America's Premier Cake Flour
BROWN'S HUNGARIAN CORPORATION
25 Broad Street New York City

CODING AND MARKING
Code dating and marking machines for the food milling and baking industries. Coding bread papers, cellophane and packages, etc., our specialty. Write for information on a specific problem.

KIWI CODERS CORPORATION
4027 N. Kedzie Ave. Chicago 18, Ill.

Wisconsin Rye Flour
We specialize in Dark Varieties
FRANK JAEGER MILLING CO.
DANVILLE P. O. Astico WISCONSIN

Flours that reflect the integrity of a fine milling organization



Your Bakery Deserves the Best

SILK FLOSS
GOLDEN SEAL
SANTA-FE TRAIL
FLOURS OF CHARACTER

The Kansas Milling Company

WICHITA • KANSAS

MILLS AT WICHITA AND MOUND RIDGE, KANSAS AND MARION, OHIO

a YEASTOMATIC^{*} 50

"A million pounds of dough a week...229 varieties a day...we need dry yeast"

**Gottfried Baking Co., New York City, world's
largest institutional bakery (and Red Star Dry Yeast
user for 12 years) installs Yeastomatic 50**

At Gottfried Baking Company, in mid-town Manhattan, a phone call comes in, "It's going to be 90° at Jones Beach today." From the office of Al Tolley, V.P. in charge of production, goes the order, "We need 10,000 dozen hot dog buns in a hurry." Three hours later they are on their way.

"Emergencies" like this are an every day occurrence at Gottfried's, the world's largest institutional bakery. The volume and variety of their business fluctuate tremendously. It all depends on how many people are eating at New York restaurants on a given day, how many people at the hotels, the hospitals, the beaches, the schools.

Twelve years ago the bakery started using Red Star Dry Yeast. And now Gottfried's has installed Red Star's new semi-automatic yeast rehydrator, the Yeastomatic 50.

Dick Prince, president, explains why:

"Think of the tremendous volume and variety in our bakery. Over 50,000 dozen rolls a day . . . 229 varieties of baked goods . . . a million pounds of dough a week. Then, think of how much our orders fluctuate—as much as 10 to 12,000 pounds of dough in an hour. Finally, think of how many thousands of pounds of yeast per month this means."

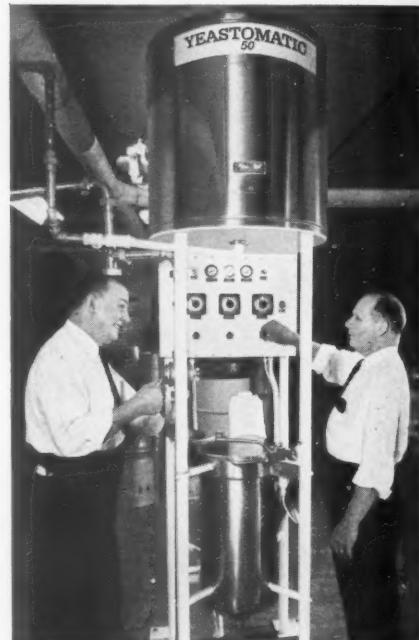
"It would be impractical for us to manage with compressed yeast in one pound packages. Deliveries, refrigerator trips, wrapper disposal, crumbling, inventories—it would impede us too much."

"That's why long ago we went to Red Star Dry Yeast, and use it exclusively. And now by speeding up preparation time the new Yeastomatic 50 will help us meet our schedules even more efficiently."

"Today bulk handling is necessary in any big, efficient bakery. Yeast is no exception. Red Star Dry Yeast and the Yeastomatic 50 is a natural step forward in baking."



Dick Prince, president of Gottfried Baking Company, with some of the 229 varieties of baked goods the firm produces daily.



Fred Massielo, director of engineering, watches Al Tolley, V.P. in charge of production, operate the Yeastomatic 50. Water is automatically heated to proper temperature (105°—115°) in the tank at the top and is measured into the mixing chamber below. The yeast, yeast food, enrichment and fungals are added to the chamber. Here the yeast is rehydrated and automatically piped out bottom to dough mixers.

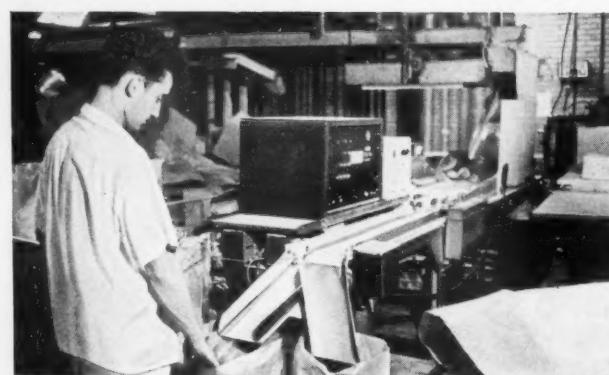
YEASTOMATIC 50



A unique operation designed to cool bread quickly to meet fast schedules. A maze of overhead conveyors carries hundreds of these baskets of bread back and forth through a huge room. Here the bread is cooled by fans stationed above the baskets.



All ingredients at Gottfried's are handled in bulk. Here Al Tolley and Fred Massielo look at a ton and a half of Red Star Dry Yeast—about a week's supply. Company purchasing agent, Is Davis, says, "Bulk deliveries of dry yeast like this help the purchasing and bookkeeping departments tremendously. Fewer deliveries, fewer transportation problems, less inventory to account for and less space needed. These factors alone save the company many dollars a year."



An electronic roll counter, unique in American bakeries. Production demands at Gottfried's make automatic devices such as this necessary. The development of the Yeastomatic 50 and Dry Yeast also fulfills the need for increased efficiency.

Find out how Red Star Dry Yeast and the new Yeastomatic 50 rehydrator can give your bakery the same kind of efficiencies the Gottfried Baking Company enjoys. For further information, write today to:



RED STAR YEAST & PRODUCTS CO.

Dept. 500, Milwaukee 1, Wisconsin • World leader in dry yeast

"Yeastomatic" is a trademark of the Red Star Yeast & Products Company for automatic and semi-automatic machines for the rehydration of Active Dry Yeast.

Choose From These . . . Hubbard Quality Flours



**Standard Grades
Mellow Types
Blends
High Protein
Specialty Flours**

You bake better . . . control quality better . . . with Hubbard Flours. That's because Hubbard begins with the finest milling equipment and technique, and follows through with constant laboratory checks to assure absolute *every-shipment* uniformity of quality.

**HUBBARD MILLING
COMPANY**
Since 1879
MANKATO, MINNESOTA



NEW OFFICERS—E. W. Mootz, E. W. Mootz Bakery, Huntington, W. Va., retiring president of the West Virginia Bakers Assn., at the left, is pictured with the new officers of the association recently elected at the group's annual convention. Next to Mr. Mootz is Howard Sergent, Conlon Baking Co., Charleston, W. Va., president; Mrs. Edward Johnson, Charleston, executive secretary; Ray DePaulo, Purity Baking Co., Beckley, vice president, and Harry G. Fretwell, Cabilish Baking Co., Charleston, treasurer.

Senator Addresses West Virginia Bakers

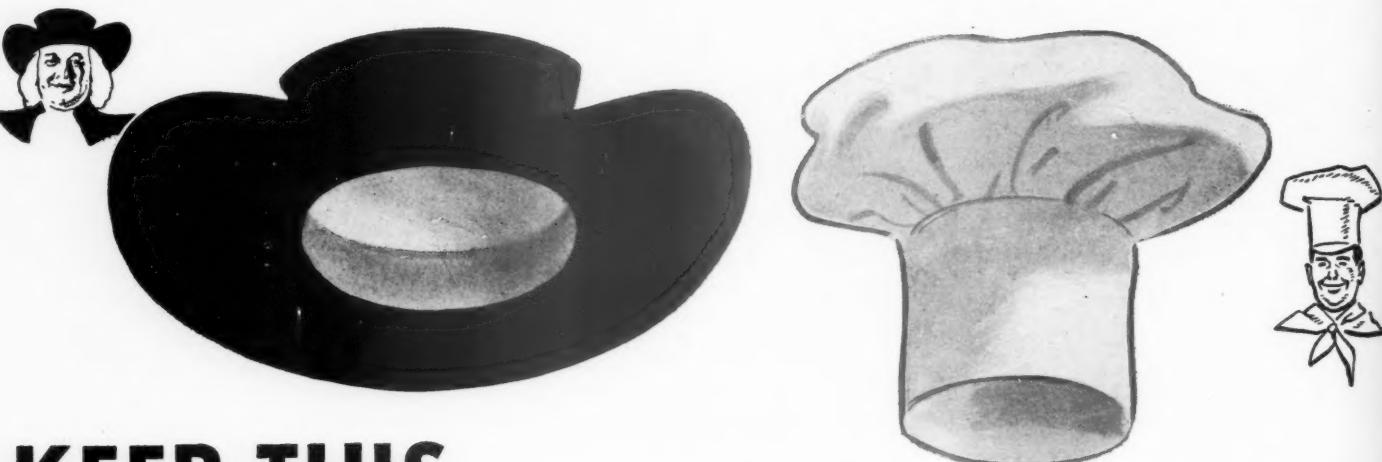
WHITE SULPHUR SPRINGS, W. VA.—Jennings Randolph, U.S. senator from West Virginia, addressed the annual convention of the West Virginia Bakers Assn. here on "The Duties and Obligations of Individuals." The senator specifically referred to the need for individuals to take active part in government, and legislation pending in Congress.

Senator Randolph pointed out that when bills come up which vitally affect business, he often receives hundreds of telegrams from organized labor, but only a "handful" of telegrams or letters from businessmen. "You can see," Senator Randolph declared, "how difficult it is for me to make correct decisions when I do not have the benefit of your advice and counsel."

During the annual meeting of the association, state bakers elected How-

ard Sergent of the Conlon Baking Co., Charleston, president to succeed E. W. Mootz, Jr., E. W. Mootz Bakery, Huntington, president for the past year. Raymond DePaulo, Purity Baking Co., Beckley, was chosen vice president, while Harry Fretwell, Cabilish Baking Co., Charleston, was retained as treasurer. Mrs. Edward R. Johnson, Charleston, was reappointed as executive secretary.

The convention was concluded with a cabaret party at which golf trophies were awarded to: Robert Agee, Heiner's Bakery, West Virginia baker champion; Earl Heiner, Sr., Heiner's Bakery, runner-up West Virginia baker champion; W. K. Jones, Favorite Baking Co., visiting baker champion; Harvey Woeckner, Marathon Corp., allied champion, and Thomas Schmidt, Gordon Cartons, runner-up allied champion.



KEEP THIS UNDER YOUR HAT:

QUAKER BAKERS FLOUR is specially designed for the specific needs of the modern baker. Costing no more than ordinary flours, this highest-quality short-patent flour has the *versatility* to create superior results in every bakery item you produce.

Call . . . Write . . . or Wire to:

The Quaker Oats Company

Chicago, U.S.A.

Mills at Cedar Rapids, Iowa • St. Joseph, Mo. • Sherman, Texas
and Los Angeles, California



*There's
more
in every
OCCIDENT
sack
than
flour*

The tangible, important differences in Occident Flour are *milling quality* and *baking dependability*. They affect every formula, improve every baked product.

These differences are built into Occident . . . have been for over 75 years. This recognized quality has earned Occident a reputation for excellence throughout the industry.

Quality sets the Occident name apart . . . makes Occident unequalled for premium specialty breads as well as regular commercial production. You get this *milling quality* and *baking dependability* in every sack. You can't buy these Occident differences in another flour at any price.

RUSSELL-MILLER Milling Co., millers of OCCIDENT FLOUR

Other bakery flours milled to Occident standards: American Beauty, Producer, Powerful and other superb Hard Spring, Hard Winter and Soft Wheat Bakery Flours.

MINNEAPOLIS 15, MINNESOTA

DOORBELL

(Continued from page 24)

the Rochester (Minn.) Bread Co. and Erickson Bakery, LaCrosse, Wis.

Calarco's Bakery has opened a new store in the Riverview Plaza, Seneca Falls, N.Y.

H. F. Cornelius has opened a new Spudnut Shop in Willmar, Minn. Mr. and Mrs. John H. Brown,

Hoopston, Ill., have purchased the Hayward (Wis.) Bakery from the former owner, W. Buettner.

opened under the management of Les Lund and Len Chase.

National Donut Shops, Inc., Detroit, has announced plans to build at least seven new Jolly Roger Donut Shops in the Cleveland area, according to Philip Kuperberg, president. The first unit, scheduled to open early this fall, will be at Northfield and Louis Rds., Bedford Heights.

Leo Pomerleau, Augusta, Maine, baker, recently filed a voluntary bankruptcy petition in U.S. District Court, listing debts of \$30,655 and assets of \$240.

Werpy's Bakery has been started in Morris, Minn. The firm will be owned and operated by Mr. and Mrs. Clifford Werpy, formerly of Detroit Lakes, Minn. The shop is in the same building as its predecessor, the Mor-

All ingredients in
are accepted under the Bread Standards

BROSOFT
100 LBS. NET
BROSOFT
WITH THE
All-Vegetable Emulsifier

Contains: Flour-Mono & Di-Glycerides-Vegetable Oils-Lecithin & Associated Phosphatides (Vegetable Emulsifier)-Salt
A tenderizing agent—with high powers of emulsification and dispersion—resulting in activity for combining shortening and water and other ingredients of the dough. BROSOFT produces tenderness—improved texture—better eating and keeping qualities.

INSTRUCTIONS**BREAD AND ROLL DOUGHS**

Use 10 oz. of BROSOFT for each pound of shortening used in the dough.

Add two pounds of water for each pound of BROSOFT when flour time is allowed.

SWEET GOODS AND COFFEE CAKES

Use 55 BROSOFT based on the flour weight of the dough.
Add two pounds of water for each pound of BROSOFT.

BROLITE COMPANY, INC.

CHICAGO 47, ILLINOIS

Atlanta • Dallas • New York • San Francisco • Seattle

THE BROLITE COMPANY, Inc.
General Offices:
2542 Elston Ave.,
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Dallas 23, Texas.
621 Minna St.,
San Francisco 1, Calif.
518 First Ave. N.,
Seattle 9, Wash.

VALUABLE INGREDIENTS FOR BAKERS SINCE 1928

Demonstrations by Our Trained Bakery Technicians
Available in Your Shop

ris Bakery, from which Mr. and Mrs. Werpy purchased the equipment.

Werner Ammann, formerly head baker at the Hollywood Beach Hotel, Hollywood, Fla., has taken over operation of a bakery in the Midtown Shopping Center, Albany, Ga. The new bakery has announced plans to employ a pastry expert from Switzerland, who is expected to arrive this fall.

The Grand Union Co. has leased the Borck & Stevens Bakery, 925 Housatonic Ave., Bridgeport, Conn., and will begin operation of the facilities this fall. Plans are for Borck & Stevens, through cooperation with Grand Union, to expand and speed up the delivery of its products. The arrangement also calls for establishing a test kitchen.

Small Business Administration loans have been approved for: Donaldson's Bakery, Pawtucket, R.I. (\$5,500); Morabito Baking Co., Inc., Morristown, Pa. (\$85,000); Jim's Bakery, Fordyce, Ark. (\$6,500), and Country Cupboard Pies, Houston, Texas (\$20,000).

A new retail bakery, operated by Joseph Heitzman, has been opened in the new Eastland Shopping Center at Louisville. The store occupies 3,000 sq. ft.

The 71-year-old Toussaint Baking Co. in Berlin, N.H., has ceased operations. The Berlin plant will be continued as a terminal, but baking will be handled at Haverhill, Mass.

American Bread Co., Nashville, Tenn., has purchased McDonald's Bakery, Athens, Ala., for a price reportedly in excess of \$200,000. No personnel changes were involved, and the McDonald management is to be continued.

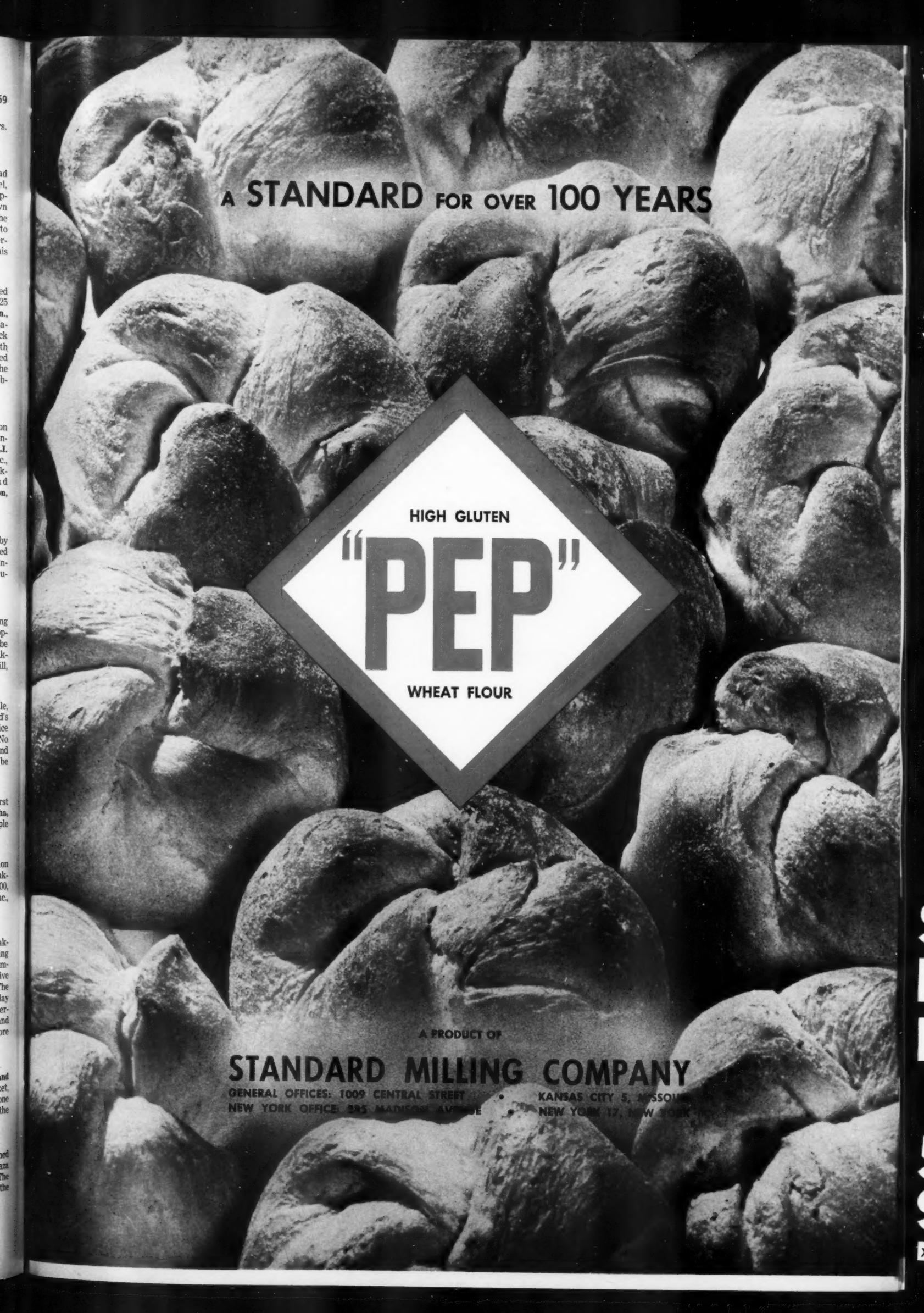
The Big Donut Drive-in, the first drive-in doughnut bakery in Omaha, has been opened at 30th and Maple Sts.

The Small Business Administration has approved loans for Martin Bakery, Inc., San Antonio, Texas, \$68,000, and Bake-Rite Baking Co., Inc., Stevens Point, Wis., \$350,000.

Van de Kamp's Holland Dutch Bakers, Inc., a division of General Baking Co., New York, has announced completion of plans for establishing five bakery stores in Topeka, Kansas. The stores will be in Dibble's Holiday Square and Elmhurst Plaza supermarkets; in Sutton's Food City and Food Mart, and in the Safeway store at 1305 Kansas Ave.

Plumb Ranchmarkets, Inc., Grand Rapids, Mich., a new supermarket, has a complete bakery, the only one in the market. The manager of the bakery is Donald Graves.

White Eagle Bakeries have opened a new store in the Delaware Plaza Shopping Center, Albany, N.Y. The firm has several other stores in the Albany area.



A STANDARD FOR OVER 100 YEARS

HIGH GLUTEN
“PEP”
WHEAT FLOUR

A PRODUCT OF

STANDARD MILLING COMPANY

GENERAL OFFICES: 1009 CENTRAL STREET
NEW YORK OFFICE: 225 MADISON AVENUE

KANSAS CITY 5, MISSOURI
NEW YORK 17, NEW YORK



Don F. Copell
"Work Simplification"



B. Glenn MacNary
"Today's Production Man"



George T. Carlin
"Bread . . . and Mix Systems"



Victor E. Marx
"What Lies Ahead?"

SBA Announces Speakers, Subjects For Annual Production Conference

ATLANTA, GA. — The Southern Bakers Assn. has engaged four of the baking industry's most prominent

authorities to speak before its ninth annual production conference at the Atlanta Biltmore Hotel Sept. 13-15.

QUALITY FROM EVERY ANGLE

PREMIUM WHEATS LABORATORY CONTROLLED

KANSAS DIAMOND BAKERY FLOUR

EXPERT MILLING BAKING TESTED

Millers of Fine Bakery Flours

HIGGINSVILLE FLOUR MILLS HIGGINSVILLE, MO. ARKANSAS CITY FLOUR MILLS ARKANSAS CITY, KANSAS DIXIE-PORTLAND FLOUR MILLS CHATTANOOGA, TENN.

DIXIE-PORTLAND FLOUR COMPANY
MEMPHIS, TENN. CAPACITY 20,000 CWTS.

The speakers are Don F. Copell, executive manager of the W. E. Long Co., Chicago; B. Glenn MacNary, executive vice president, Continental Baking Co., Rye, N.Y.; George T. Carlin, associate director of research in charge of baking research, Swift & Co., Chicago, and Victor E. Marx, secretary-treasurer, American Society of Bakery Engineers, Chicago.

Mr. Copell will speak on the subject of "Work Simplification"; Mr. MacNary on "Today's Production Man"; Mr. Carlin on "Bread from all Existing Continuous Mix Systems," and "Twisting, Conventional," and Mr. Marx on the subject of "What Lies Ahead?"

Mr. Copell was born in Switzerland, where he received his education and training in mechanical engineering and business administration. Additional schooling in industrial management and business law was secured in the U.S. A registered professional engineer, he has been active in engineering and management including the Lake Placid Work Simplification Conferences, the Manufacturing Council of the American Management Assn., the Society for the Advancement of Management, and the American Institute of Baking.

He is past president of the American Society of Bakery Engineers, the Metropolitan Bakery Production Club, the Bakers Club of New York, Inc., and the New Jersey Society for Advancement of Management. He was the founder and editor of Modern Management, the official publication of the Society for Advancement of Management.

Mr. Copell performed management functions for several manufacturing concerns, joining the Wagner Baking Corp. in 1932. He progressed through several phases of the firm's operations, finally becoming a vice president, director and voting trustee of Wagner Baking. He joined the W. E. Long Co., Independent Bakers Cooperative, earlier in 1959 as executive general manager.

Continental Baking Co. In 1927 he had one of the last horse and wagon bread routes in Hoboken, N.J.

He became a chain store representative in Boston and, in 1930, was promoted to supervisor and sales manager at the Hoboken Wonder Bread Bakery. He was made manager in 1934 and transferred as manager of the Jamaica, N.Y., bakery in 1938. He became sales manager of the New York region in 1943, and was brought to the general office in 1947 as assistant director of sales. In 1953 he was named assistant to the president, a post he held until 1957, when elected vice president of Continental and the Hall Baking Co. and of Stewart's, Inc.

Since 1955, Mr. MacNary has headed the Morton Division, being elected director of Continental in 1956. Presently, he is executive vice president.

Mr. Carlin is a native of Alabama, a graduate of the University of Alabama, and a former employee of the American Bakeries Co. at Gadsden, Ala.; Hardins Bakeries at Tuscaloosa.



FLOUR THAT'S CHECKED
AND DOUBLE CHECKED

W.J. JENNISON CO.

Millers of spring wheat flour

Minneapolis, Minn. • Phone FE 2-8637

BULK OR SACK LOADING

To bake the best . . .
buy the best!

Quality Bakery Products
NATIONAL YEAST CORPORATION
Chanin Building, New York, N.Y.

Centennial MILLS, INC.

1464 N. W. Front Avenue, Portland 8, Oregon
Cable address: Centennial Mills, Inc., Portland, Oregon

- Domestic and Export Millers.
- Experienced in all types of bulk delivery.
- Now . . . complete quality control and baked products laboratory.
- Complete line of fine quality Bakers' Flours.
- Fancy Durum and Winter Wheat Granulars for macaroni industry.

Spokane Mill **Portland Crown Division**

MILLS AT: PORTLAND, SPOKANE, MILTON-FREEWATER, WENATCHEE

Mr. MacNary, a native of New York City, attended Middlebury College, Vt., while working summers for the

J. F. IMBS MILLING CO. ST. LOUIS,
MO.
Millers of Hard and Soft Wheat Flour
DAILY CAPACITY 4,200 CWTS. SACKS

**THERE'S A SURE WAY TO FIND OUT WHAT
DRESSPRINT COTTON BAGS WOMEN REALLY WANT... AND WE TOOK IT**



Selecting cotton print patterns that women will like and buy is a must for the bag business and the milling business. We have always tried hard to do this (and with moderate success). We had expert fashion guidance . . . and years of experience. We had well-considered opinions from you. But, frankly, it was largely guesswork . . . and hope. And guessing is not good enough.

So, we took the sure way. We learned from women who actually use cotton bags for home sewing.

The survey was made by a research organization with access to a nationwide panel of typical homemakers, including farm women. (The women did not know Bemis sponsored the study.)

We learned what types of florals, plaids, checks, geometrics, etc., are currently popular.* What colors. What color combinations. We learned that women who sew prefer fewer *different* patterns and more bags of the same pattern. We learned how much they sew . . . and what they make from emptied cotton bags (an important guide to us). We learned that dressprint bags can influence the sale of your products."

It was probably the largest, most thorough study of its kind ever made by the bag business.

But what does it mean?

Principally, it means that Bemis will concentrate on the prints your customers really want . . . and you will get the sales benefit of proved-popular bags.

Bemis

General Offices—408 Pine St., St. Louis 2



WHERE FLEXIBLE PACKAGING IDEAS ARE BORN

***HERE'S WHAT THEY LIKED . . .**

Popular and style-right Bemis patterns include: Bemis Designer Prints, "Sparklin" pinstripes, and Sandman "Goldilock" pillowcase bags.

Call your Bemis man today.

Ala., and Columbus, Miss. He is presently employed by Swift & Co., where he has been in research for 30 years, having started with the firm in 1929.

In his current position, Mr. Carlin is associate director of research in charge of baking, packaging, frozen food and hotel, restaurant and institutional research. His most distinguished accomplishments have been in the development of specialty shortening products for the baking industry, and adaptation of meat fats as all-purpose shortening ingredients.

Mr. Carlin is credited also with the

development and introduction of anti-staling agents for bread and yeast-raised doughs.

Mr. Marx was for 13 years editor of Baking Industry magazine, and for several years served as director of the American Dry Milk Institute bakery service. Mr. Marx is the only secretary the American Society of Bakery Engineers has ever had, serving now in his 36th year as secretary-treasurer. He has spoken from practically every platform in the U.S. and in other countries concerned with

bakery production. Last March he was voted honorary president by the past presidents of the American Society of Bakery Engineers.

• • •

'Host' Services Arranged for SBA Meeting in Atlanta

ATLANTA, GA. — The Southern Bakers Assn. has arranged for greeters, an information bureau and an attendance committee for its annual

production conference to be held at the Atlanta Biltmore Hotel here Sept. 13-15.

Members of the Atlanta Bakers Club, headed by W. W. Fisch, president, will serve as greeters and in the capacity of an "information bureau" for the conference. Co-chairmen with Mr. Fisch are Harry Murdaugh and Byron Chambliss. They will be assisted by Glen Lipham, R. H. Todd, Neil McShane and Jack Henson. Bakers club members will be identified easily by badges bearing the phrase "Ask Me—I Know."

The SBA allied association will serve as a committee-of-the-whole to handle conference attendance chores. R. W. Hubner, Greensboro, N.C., allied association president, has arranged for a letter to be sent to all allied members asking that they back the conference by urging attendance each time they make a sales call prior to the conference.

Also, the allied group has accepted responsibility for having those who make bakery products put their merchandise on display at the conference. L. Paul Nobert, Greensboro, has been appointed chairman of this committee. All bakers, retail as well as wholesale, are invited to display their products, contacting Mr. Nobert for assistance if necessary.

Bakers who plan to display are asked to bring no more than three items. These will be displayed in the main meeting room of the hotel. At the close of the session these products will be available for examination.

—BREAD IS THE STAFF OF LIFE—

Kroger Sales Rise

CINCINNATI—Sales of the Kroger Co. for the eighth four-week period ended Aug. 8, 1959, totaled \$140,284,969, an increase of 9% over sales of \$129,115,863 for the corresponding four-week period a year ago.

Cumulative sales for the first eight periods of 1959 totaled \$1,152,533,205, a 7% increase over sales of \$1,077,097,068 for the same eight periods in 1958.

Average number of Kroger stores in operation during the period was 1,400, compared with 1,387 during the 1958 eighth period, an increase of 1%.

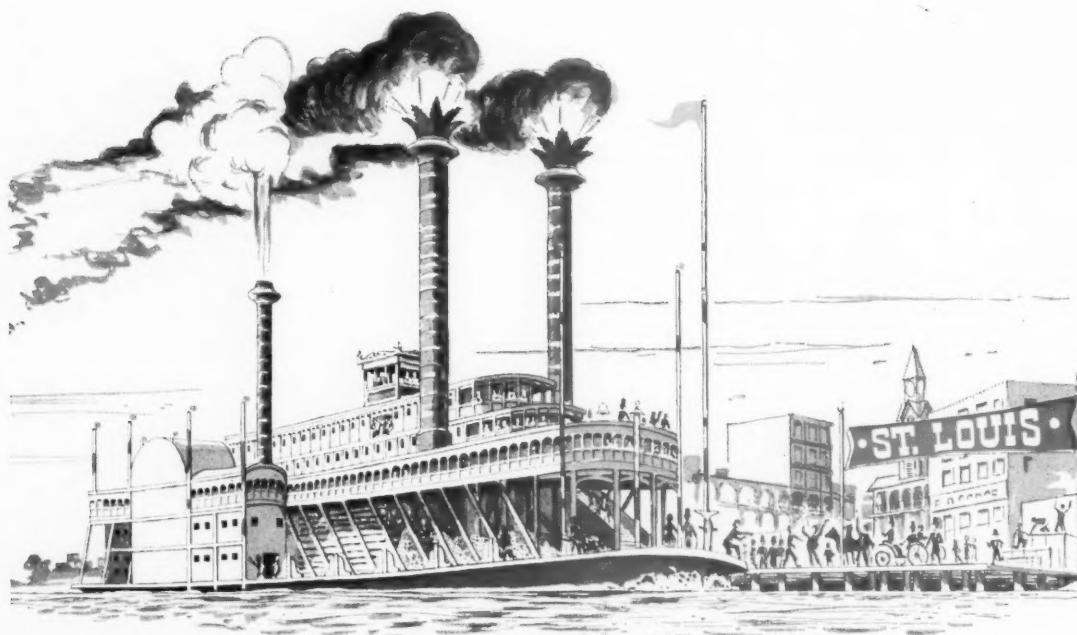
The Williams Bros. Co. *Merchant Millers* KENT, OHIO, U.S.A.

Millers of Soft Winter Wheat.
We specialize in laboratory controlled production of superior Cake, Pastry and Cracker Flours from carefully selected wheats.

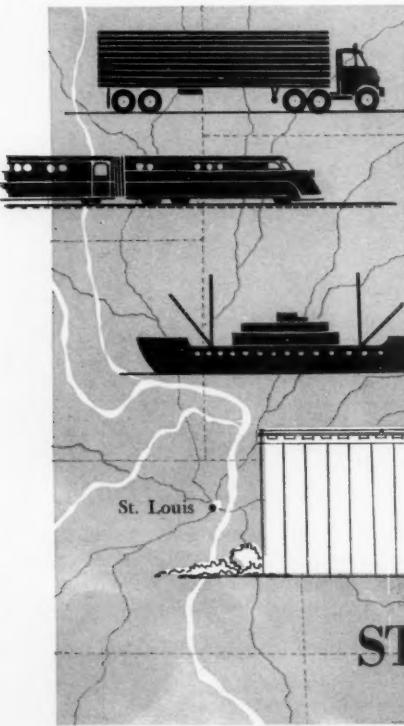
STAR OF THE WEST *: : One of the Best : :* MILLING COMPANY NIGHTINGALE and STAR Patent Flour Phone 2131 Frankenmuth, Mich.

RUNCIMAN MILLING CO. Successors to JONATHAN HALE & SONS, Inc. MANUFACTURERS OF FINEST MICHIGAN SOFT WHEAT FLOURS Plain and Self-Rising IONIA, MICH. PHONE 65 Since 1856

"SLOGAN SPECIAL" *The Quality Baker's Flour* Oklahoma Flour Mills Co. EL PASO, OKLAHOMA



STILL LOCATION MAKES THE BIG DIFFERENCE!



Location *does* make the difference when it happens to be St. Louis—gateway to the Eastern half of the U.S., important rail, water and truck transportation center, and receiving point for wheat from all major producing areas.

Add to these natural advantages, the care and attention we give to your flour requirements, our most excellent milling facilities—complete with bulk flour, rail and truck delivery service—and you have the reasons why St. Louis Flour Mills is able to serve you *best!*



ST. LOUIS FLOUR MILLS

5020 Shreve Avenue

St. Louis, Missouri



another Bay State PLUS . . .

Sales and Service go hand in hand at Bay State Milling. The friendly helpful people at our mills and throughout the United States are always ready to aid you when you need it. Gladly they keep you informed on crop conditions and flour price trends . . . make efficient and fast delivery . . . assist you with baking formulas . . . constantly provide you with dependable top quality flour. Courteous personal Bay State attention counts when you want action.

BAY STATE MILLING CO. • Leavenworth, Kansas • Winona, Minnesota

BAY STATE FLOUR

ILLINOIS OF
Quality
FLOUR

EXCLUSIVELY FOR BAKERS

**Be Proud of Your Job
as we are of
Ours,
for
BREAD
IS THE
STAFF
OF LIFE**



CONSOLIDATED FLOUR MILLS CO.
KANSAS' LARGEST INDEPENDENT MILLERS

WICHITA 1, IN THE HEART OF KANSAS

GRAIN STORAGE
2,706,500 BU.

CAPACITY
8500 CWTS DAILY

Uniformity
the priceless quality in flour

yours always with ...

Acme-Evans Flours

ANGELITE—cake flour

COOKIE KING—cookie and dough-up flour

CRACKER KING—cracker sponge flour

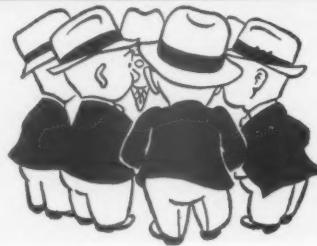
GRAHAM KING—100% soft wheat graham

PASTRY KING—low viscosity flour



Progressive Milling Since 1821

ACME-EVANS COMPANY, INC., INDIANAPOLIS 9, IND.



TRADE PULSE

● The chemical machinery division of Baker Perkins, Inc., Saginaw, Mich., has shifted territories of two of its sales representatives, K. A. Mack, division vice president, announced. James H. Hunter, who for the past four years covered the Southwest out of Houston, Texas, has been transferred to the company's New York office. He joins two other chemical division representatives to increase coverage of the eastern area. William A. Barnwell, Jr., who joined the home office organization of the Baker Perkins division several months ago, succeeds Mr. Hunter in Houston.

● Appointment of Richard Henson as advertising manager of the Divco Truck Division, Detroit, has been announced by Dudley Starr, who heads advertising and sales promotion activities for the Divco-Wayne Corp. The Divco division manufactures multi-stop route vehicles for the bakery industry.

● As executive director, the Waxed Paper Institute, Inc., and Waxed Paper Merchandising Council, Inc., have named H. Mac Gregor Tuttle, Jr. Mr. Tuttle has been executive assistant to the president, National Confectioners Assn., Chicago. Prior to his employment in 1953 by NCA, he was a business management consultant with Booz, Allen & Hamilton, Chicago. From 1944 until 1951 he held a supervisory job and then a position on the top management planning staff with Union Carbide Corp. in Oak Ridge, Tenn. After graduation in 1936 with a B.S. degree from Yale University's Sheffield Scientific School, Mr. Tuttle pursued graduate work at the University of Pittsburgh. He is a member of the National Sales Executives Club; Sales and Merchandising Executives Club of Chicago; American Society of Association Executives, and Association



H. M. Tuttle

Executives Forum of Chicago. During 1958 he was a guest instructor of the U.S. Chamber of Commerce Institutes for Organization Management at Michigan State and Stanford universities. He is a member and a past president, Chicago Chapter, of Phi Gamma Delta fraternity. Mr. Tuttle, his wife and their five children live in Palatine, Ill.

● As central midwest sales representative for its bakery machinery division, American Machine & Foundry Co. has appointed Edward Meise.

Mr. Meise formerly was assistant service manager of AMF's Machinery Service Corp. in New York. Operating now from Kansas City, Mr. Meise will sell the complete line of AMF bakery equipment in Kansas, Nebraska, Iowa and Missouri.

He has been with AMF's Machinery Service Corp. since 1947, originally serving as a field service representative in the U.S. and Canada. From 1947 to 1953 he helped establish an AMF bakery service operation in the San Francisco regional office. He was in Toronto for over two years handling all service operations from Manitoba to the Maritime provinces.

● Marshall J. Spaan has been promoted to New England division sales

(Turn to TRADE PULSE, page 39)

DIXIE LILY

Plain and Self-Rising

A Flour Without Equal Anywhere

BUHLER MILLS, INC.

● Mill & Gen. Offices, Buhler, Kansas

● Southern Regional Office, 3387 Poplar Ave., Memphis 11, Tenn.



SAPPHIRE
JUDITH
GOLD CROSS
DAKOTANA
CANADIA

*bagged or
bulk

MONTANA FLOUR MILLS COMPANY

GENERAL OFFICES: GREAT FALLS, MONTANA

IT PAYS TO BUY

**American
Flours**

The shrewd flour buyer looks the land and the mills. He knows the kind of milling operation produces the flour he buys. AMERICAN FLOURS REACHES UP HIGH MILLS—ORGANIZED STAFFED WITH EXPERTS—MANAGED WITH MODERN EQUIPMENT—CHECKED EXTREMELY CLOSELY—MAINTAINED IN THE HIGHEST QUALITIES.

AMERICAN FLOURS, Inc.

COOLING SYSTEM

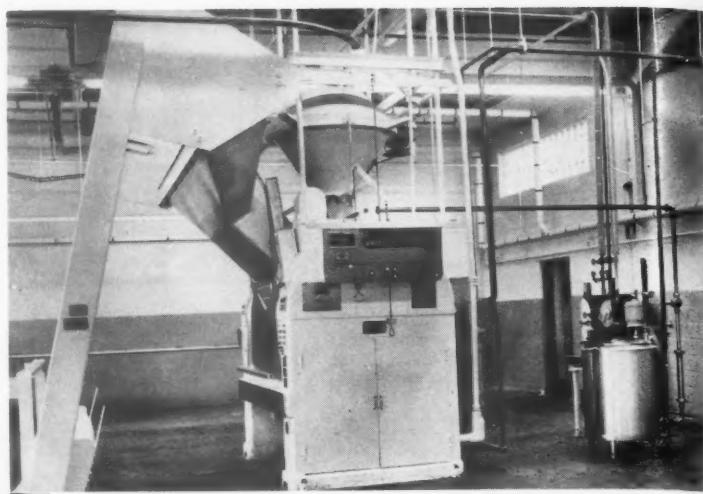
(Continued from page 12)

liquid cooled mixer, it must be assumed that the minimum average temperature of the cooling solution is 28° F. This temperature is low enough to give adequate cooling efficiency, yet not too low to freeze dough to the bowl.

Required cooling per mix is 23,050 btu therefore, cooling per hour can be obtained by multiplying 23,050 btu by four mixes per hour, which is

92,200 btu cooling load per hour. The circulating pump of 1 h.p. would add $1.0 \times 42.5 \text{ btu} \times .80\% \text{ efficiency} \times 60 = 2,040 \text{ btu per hour}$. The total cooling loading then becomes 92,200 plus 2,040 = 94,240 btu per hour or 23,738 btus per mix. Of the 23,738 btu per mix, only one-third or 7,913 btu must be stored by the cooling unit in the liquid recirculating through the bowl and the liquid chiller.

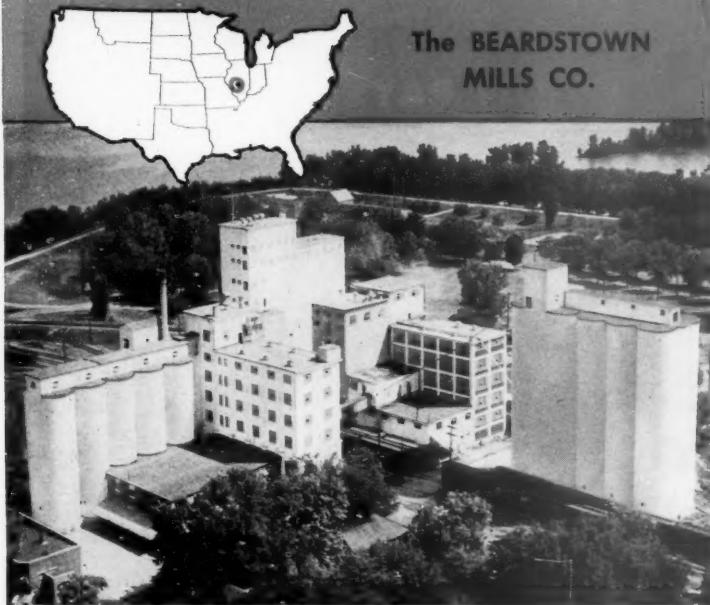
To operate correctly, the holding capacity of the system must be sufficient to store the required 7,913 btu. Storage capacity, on an assumed tem-



COOLING SYSTEM—This 1,600-lb. dough mixer in the Brewer, Me., plant of John J. Nissen Corp., is typical of a setup employing the direct-expansion compression system, controlled at will from a thermostat at the mixer. Refrigerant for the system is supplied by the pipes shown above—from a compressor behind the wall.

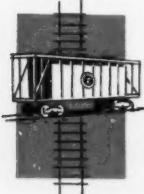
LOCATED BEST IN THE ENTIRE MIDWEST!

The BEARDSTOWN
MILLS CO.



Shipments from the Beardstown Mills to you are faster because they have fewer terminals — fewer congested gateways through which to pass. You benefit in savings of time and money!

LOCATED BEST FOR SPEEDY SHIPMENTS, TOO!



Located ideally to receive wheat from all three major wheat producing areas, The Beardstown Mills can select from districts producing the finest wheat suitable for milling the *very best flour*!

QUALITY CONTROL IS THE WATCHWORD

... throughout every step of the milling operation!



the Beardstown Mills Co.

BEARDSTOWN, ILLINOIS

Producers of Spring, Hard and Soft Wheat Flours since 1875

perature difference of 5°, is calculated as follows:

$$\frac{7,913}{50 \times 8.13 \text{ lb./gal.}} = 190 \text{ gal. storage}$$

The circulation requirement would be:

$$\frac{1,537 \text{ btu/minute}}{3^{\circ} \times 8.3 \text{ lb./gal.}} = 62 \text{ gal. per minute}$$

The calculations indicate that a 15 h.p. cooling unit, capable of delivering 120,000 btu per hour at 25° liquid temperature leaving the unit, would be adequate.

Direct Expansion System

The direct-expansion system of cooling is comprised of (a) a condensing unit consisting of a motor-driven compressor and a water cooled condenser, (b) an evaporator which is the jacket on the mixer bowl, and (c) a refrigeration control system consisting of thermostat, solenoid valve, etc.

In this system, liquid refrigerant is admitted at the bottom of the mixer jacket through the solenoid valve and thermostatic expansion valve. Dough heat is transferred through the bowl shell to the liquid refrigerant, causing the liquid to evaporate into a gas. The refrigerant gas returns to the compressor where it is recompressed and pumped into the water-cooled condenser, which has the function of removing sufficient heat from the gas to condense into a liquid. All the heat absorbed in the jacket and in the compressor is taken out in the condenser by the cooling water.

The minimum average refrigerant temperature in the jacket is considered to be 25° F. Lower temperatures would freeze dough to the bowl, and reduce the efficiency of the condensing unit, which is dependent on the suction temperature.

The requirement is that the cooling be 138,300 btu per hour. This can be met by selecting various makes of units rated 15 h.p. and capable of about 169,000 btu per hour at 36° F.

suction temperature. Capacity of the 15 h.p. unit would drop to 140,000 btu at a suction temperature of 25° F.

Direct expansion cooling, therefore, offers almost instantaneous response to cooling requirements.

The user of the mixer can be guided by using a coefficient "K" in btu hour/°F./sq. ft. obtained from the heat balance data and the average temperature of the cooling medium. For the 1,600 lb. mixer heat balance, if the average temperature of the cooling medium is taken as 29° F., and the bowl has a cooled area of 38 sq. ft., then

$$K = \frac{138,300 \text{ btu/hr.}}{38 (80^{\circ} - 29^{\circ})}$$

$$K = 71.3 \text{ btu/hr./}^{\circ}\text{F./sq. ft.}$$

Bowl construction is usually about $\frac{3}{8}$ in. thick stainclad or stainless steel sheet which would have a "K" factor several times the calculated factor of 71.3. The explanation is that in the transfer of heat from the dough to an absorbing medium, the heat must

Dependable Spring Wheat Flour

CORNER STONE ★ OLD GLORY
CHIEFTAIN ★ GOODHUE

Bulk or Sack Loading

LA GRANGE MILLS RED WING, MINNESOTA

Super Chief

High Protein Flour
GREEN'S MILLING CO.
Morris, Minn.

All Grades

RYE FLOUR

1000 cwts. Flour—250 cwts. Meal

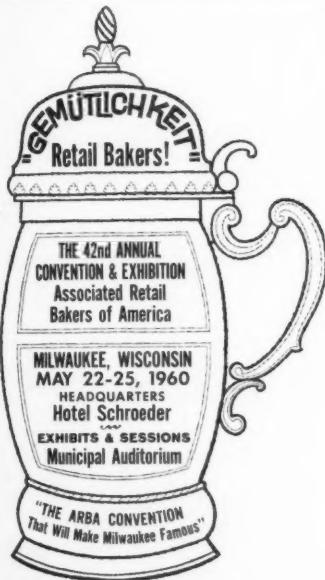
GLOBE MILLING COMPANY
WATERTOWN, WISCONSIN

pass through a layer of dough on the bowl, which acts as an insulator. Acting as a further increase in "K" is a layer or film on the cooling medium side of the bowl. To step up the transfer of heat, it is imperative that rapid, turbulent flow of cooling liquid is obtained in order that the film factor may be reduced. In direct expansion cooling, the rapid boiling and evaporation produce a good turbulence that effectively aids heat transfer.

Hot Weather Cooling

In hot weather, cooling can be increased by lowering the thermostatic setting on the mixer; but the capacity reduces as the suction temperature lowers.

From a practical standpoint, the suction temperature can be lowered until capacity is reduced to the figure on the heat balance calculation but, beyond this point, capacity is adversely affected and less cooling is obtained. Solutions for this condition are a larger cooling unit, a more favorable heat balance, or an increase in bowl cooling area.



Moore - Lowry Flour Mills, Inc.
Kansas City, Mo.
PRECISION-MILLED FLOURS

HIGH GLUTEN FLOURS
For Bakers
The Morrison Milling Co.
Denton, Texas
Emphatically Independent

Quality Millers Since 1879
BUFFALO FLOUR
The WILLIS NORTON COMPANY
WICHITA, KANSAS

BROKERS & DISTRIBUTORS
WANTED FOR
NAPPANEE QUALITY
CORN MEAL
NAPPANEE MILLING CO.
NAPPANEE, IND.

TRADE PULSE

(Continued from page 36)

manager of Burry Biscuit Corp., it was announced by **Vincent J. Kirby**, sales and advertising manager. Mr. Spaan has been with Burry Biscuit for the past five years. Other positions held with the company prior to his promotion include supervisor and district manager. A graduate of Albright College in Pennsylvania, Mr. Spaan served as an officer in the U.S. Navy during World War II. Formerly from Mendham, N.J., he is

now residing in Natick, Mass., with his wife and two children.

● **Robert C. Beeman** has been appointed to head the new \$350,000 King Soopers Bakery in Denver, according to an announcement by **Lloyd J. King**, vice president of J. S. Dillon & Sons Stores Co., Inc., and general manager of King Soopers. Mr. Beeman attended Wichita University and is a graduate of the American Institute of Baking. He has been with the Dillon organization for 15 years. He has been assistant bakery supervisor in Hutchinson, Kansas, the past eight years.

● **John J. Devlin** has joined Marketing & Advertising Associates, Philadelphia, as account executive. Mr. Devlin served 10 years with General Mills, Inc. Then as sales manager of Fleischmann's Vienna Model Bakery, Philadelphia, and later as sales manager for Wessel Pie Co., Philadelphia.

● **M. Leslie Hansen**, marketing director for C. J. Patterson Co. of Kansas City, has been appointed manager of Art Bakers at Wichita, Kansas, a subsidiary of the Patterson firm.

HUNTER'S CREAM
SINCE 1877

Serving
Bakers
Exclusively

We are mighty proud of the careful craftsmanship that goes into HUNTER flours . . . and the determination that HUNTER flours will always stand right at the top. That kind of spirit means an extra measure of value, a priceless ingredient you can't find listed on the label.

IT PAYS TO BUY FROM HUNTER



Worth Looking Into



New Products New Services New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

No. 4361—Paper Tub For Cookie Package

A decorated, reusable paper tub with a printed plastic lid has been adopted by the General Baking Co. for its 18-oz. "fiesta" peanut butter



cookies. The "fiesta" tub and lid are produced by the paper container division of Continental Can Co. and were chosen by General Baking after a successful Hallowe'en promotion of a similar package filled with ginger snaps and promoted as the ideal

trick-or-treat pack. For details, check No. 4361 on the coupon and mail to this publication.

No. 4363—Mashed Potato Product

Instant mashed potato, produced by The R. T. French Co., is now available in 100-lb. bags for manufacturer use. The six-pound can will continue as the unit for servicing the institutional trade, whereas the new 100-lb. unit, packed in multi-wall paper bags, is specifically designed for use by related food manufacturers as a recipe ingredient. French's instant mashed potato, the first product of its kind to appear on the market, is a fine free-flowing powder with a high water absorption. The granules are prepared from selected Idaho Russet Burbank potatoes that have been washed, peeled, cooked, mashed and dried. They mix readily with liquids without lumpiness and stickiness, giving them value as a thickener, base, or moisture-carrier in many prepared food products. For details, check No. 4363 on the coupon, clip and mail.

Send me information on the items marked:

<input type="checkbox"/> No. 2120—Valves	<input type="checkbox"/> No. 4347—Packaging
<input type="checkbox"/> No. 4359—Pan Sets	<input type="checkbox"/> No. 4348—Pizza
<input type="checkbox"/> No. 4361—Paper Tub	<input type="checkbox"/> No. 4369—Dough Base
<input type="checkbox"/> No. 4362—Wrapping	<input type="checkbox"/> No. 4370—Dough Mixer
<input type="checkbox"/> No. 4363—Potato	<input type="checkbox"/> No. 4371—Handbook
<input type="checkbox"/> No. 4364—Oven Door	<input type="checkbox"/> No. 4372—Press
<input type="checkbox"/> No. 4365—Acid	<input type="checkbox"/> No. 4373—Dollies
<input type="checkbox"/> No. 4366—Frying	

Others (list numbers)

NAME

COMPANY

ADDRESS

GLIP OUT—FOLD OVER ON THIS LINE—FASTEN (STAPLE, TAPE, GLUE)—MAIL

FIRST CLASS
PERMIT NO. 2
(Sec. 34.9,
P. L. & R.)
MINNEAPOLIS,
MINN.

BUSINESS REPLY ENVELOPE

No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY—

The American Baker

P. O. Box 67

Reader Service Dept.

Minneapolis 40, Minn.

No. 4364—Oven Door With Windows

Hotpoint announces the introduction of full oven door windows and interior deck lighting as standard on all two and four-pan oven models. These windows permit full viewing of the interior of the oven during the baking or roasting cycle without the necessity of opening the door. This permits more economical and uniform operation of the oven. The windows are constructed of double-pane heat-treated and shockproof glass. The panes are mounted to contain a dead air space between them, thus preserving a high degree of thermal insulation. In addition, the window mounting is sealed all-around to prevent discoloration or steaming. Because of the sturdy mounting, the door can still be used as a loading platform. The interior lighting has been accomplished by building a light unit into the wall of the oven. The light oper-

No. 4359—Reinforced Bread Pan Sets

Chicago Metallic Manufacturing Co. claims to have developed an exclusive type of reinforced "sanitrap" construction for bread pan sets that will withstand the roughest treatment of automatic baking equipment and provide longer pan life at no extra cost. Spring tempered steel rods within the top bead of the band



iron run the full length of the set to keep pans in perfect alignment, to eliminate bowing and to withstand depanner abuse. Another feature is the specially treated, extra hard wire used in the pan rims. For details, check No. 4359 on the coupon, clip and mail to this publication.



ates from a switch on the main oven control panel so that it need not be left on at all times. It does not require any additional power lines for its operation, since the light bulb is a 230-volt type. For details, check No. 4364 on the coupon, clip and mail to this publication.

No. 4362—Manual On Bread Wrapping

"How to Solve Your Bread Wrapping Problem," an illustrated 20-page manual, is available free of charge from the Waxed Paper Merchandising Council, Inc. It outlines proven procedures for achieving the perfect package, which, when placed around a good product, will help sell more of it. The booklet points out that "all too often" sales are lost at the wrapping machine. The three primary factors in any machine wrapping operation—the product, the wrapping material and the machine—are considered. The manual discusses the proper condition of the product, the correct methods for handling and storing waxed paper, and the installation, operation and maintenance of the wrapping machine. For details, check No. 4362 and mail the coupon.



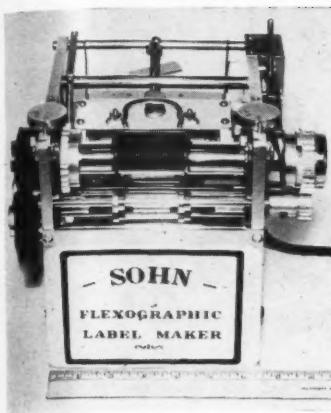
only as a reference guide for bakery production superintendents but also as a textbook for training bakery employees. Ekco is offering the handbook free to bakery production people on request. To keep the handbook current on production matters, Ekco will issue additional technical bulletins to bakery production people for insertion in their copies of the handbook. For more information, check No. 4371 on the coupon, clip and mail to this publication.

No. 4370—Giant Dough Mixer

Baker Perkins, Inc., recently installed a 17,000 lb. dough mixer at the Holsum Bakery Co. plant in New Orleans. The king-size dough mixer is one of the largest made, and is powered by a 75 h.p. motor. The machine is eight feet in height and can mix a ton of dough in one batch, processing about four tons of dough in an hour for almost 8,000 loaves of bread. For details, check No. 4370 on the coupon, clip and mail.

No. 4372—Press For Label Printing

Sohn Manufacturing, Inc., now has on the market a small, flexographic press for printing and die-cutting on pressure sensitive label paper. The machine also score cuts on gum, heat-seal or plain paper. The machine is only 9 by 9 by 9 in., without guard case, and is said by the manufacturer to be the world's smallest flexographic printing press. It is precision made,



No. 4365—New Source Of Citric Acid

Citric acid, via a unique submerged fermentation process, will be available shortly from Miles Chemical Co. for use in baking. The company, recently formed, is one of four principal divisions of Miles Laboratories, Inc. The new source of supply will be available as soon as a \$3.6 million citric acid production expansion is completed, which will double present

output. Production is expected to surpass fifteen million pounds annually. Heretofore, only a single source of supply was available to the field. For details, check No. 4365 and mail the coupon.

No. 4367—Faster Polyethylene Packaging

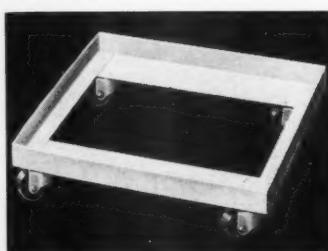
U.S. Industrial Chemicals Co. has introduced Petrothene, a polyethylene resin, which imparts to film a balance

of slip and anti-block properties suited to packaging a wide array of baked foods and confectionery products. Slip, or the ability of one film layer to slide horizontally over another, is the property most difficult to balance. B'ock, or the condition whereby a film sticks to itself and is difficult to pull apart vertically, must also be considered in choosing a resin. Petrothene 207-62 resin is the result of research into these factors. It combines effective anti-block and bal-

reportedly of rugged construction and useable wherever labels are needed. The machine weighs 40 lb. and is simple to operate, printing 6,000 labels an hour in brilliant colors if necessary. The main advantages claimed are elimination of big inventories, obsolete labels and hold up of shipments while awaiting labels from an outside source. For details, check No. 4372 on the coupon, clip and mail to this publication.

No. 4373—Dollies For Bakeries

Wilder Mfg. Co., Inc., manufacturer of a complete line of food service and bakery equipment, announces two newly improved dollies. One is a dish and glass rack dolly and the other is a sheet pan dolly. Both of these medium duty, completely smooth dollies are made of $\frac{1}{8}$ in. formed sheet steel construction and plated to give them a rust resistant



finish, as well as an attractive appearance for use in all types of food service establishments. The standard $2\frac{1}{2}$ in. diameter steel or rubber swivel casters are recessed so that wheels of other dollies cannot hook together. This eliminates accidents and is a space saver. Larger diameter narrow tread wheels are also available. For details check No. 4373, clip the coupon and mail to this publication.

LINDSEY-ROBINSON & CO., Inc.
ROANOKE, VA.
Quality Soft Wheat Flours
for 75 Years

Lyon & Greenleaf Co., Inc.
MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Selfrising
LIGONIER, IND.

Miner - Hillard Milling Co.
WILKES-BARRE, PA.
Manufacturers of
CORN FLOUR - CORN MEAL
CORN SPECIALTIES

A PAGE FROM THE HISTORY OF BREAD MAKING



FRENCH HOUSEWIFE
BUYING BREAD—1806

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to achieve today's

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WHITE BREAD

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DOUGH WHITENER
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"Take PRIDE, make PROGRESS, reap PROFIT"

anced slip properties, making it possible to produce film and bags which are easy to handle in a great many packaging applications. For details, check No. 4367 on the coupon and mail.

No. 4368—Shredder For Pizza Production

The Tanzi Co. announces availability of a mozzarella shredder to speed pizza production and increase profits. The pizza making procedure is unal-

tered with the Tanzi shredder, except that the mozzarella is not sliced. All parts of the shredder are quickly accessible and readily cleaned. Those in contact with the cheese are either aluminum or stainless steel. The shredding disc is of stainless steel and is replaceable. The machine is of compact, 21 by 21 in. size and has a net weight of 34 lb. According to the manufacturer, the machine can shred 100 lb. of mozzarella in one hour, compared with half a day required to slice an equivalent amount. The

shredder is the work of Aurelio Tanzi, who has been designing and manufacturing food processing equipment for 37 years. For details, check No. 4368 on the coupon, clip and mail to this publication.

No. 2120—Flow Control Valves

The Syntron Co. has announced publication of a new catalog sheet on its "iris-type" flow control valves which, the firm said, provide easy, accurate flow control (and positive shutoff) of bulk materials from bins and chutes. The principal feature of the valve is a flexible diaphragm which opens and closes through continuously variable concentric apertures to provide easy volume flow control. Featuring one-hand operation, it can be locked in any position by the twist of the lever which varies the openings. For a copy of the catalog sheet check No. 2120 on the coupon.

No. 4369—Versatile Sweet Dough Base

Caravan Products Co., Inc., has announced the availability of its sweet dough base, Golden Proto, for making coffee cakes, Danish, sweet rolls, babkas and rings. The product is also recommended for buns, cinnamon loaves, specialty dinner rolls, Long Johns, bismarcks, raised doughnuts and all other yeast-raised fried products. The manufacturer claims, especially, a unique flexibility for Golden Proto. Another advantage is supposed to be the convenience of having one dough base for a broad variety of products, along with uniformly high quality of the finished baked foods. For details check No. 4369 on the coupon, clip and mail.

No. 4366—Guide To Deep Frying

Durkee Famous Foods has issued a new, six-page folder with the title

"What You Should Know About Deep Frying." This guide answers 16 of the questions asked most on frying procedure, frying shortening and frying equipment. It is especially perforated for easy removal and punched for hanging. The folder contains a time and temperature chart and a list of 20 profitable frying tips. Also, the folder has a section to be used for keeping frying information. A copy will be sent upon request. Simply check No. 4366 on the coupon, clip and mail to this publication.

Also Available

No. 4325—Specialty oven, Read Standard Division, Capitol Products Corp.

No. 4326—Liquid detergent, Oakite Products, Inc.

No. 4327—Dough trough elevator scale, Detecto Scales, Inc.

No. 4328—Rotating Display, Berlin Chapman Co., and Action Displays, Inc.

No. 4329—Aluminum foil reports, Reynolds Metals Co.

No. 4330—Pneumatic systems bulletin, Young Machinery Co.

No. 4331—Pressure forming machine, Auto-Vac Co.

No. 4332—Mashed banana, American Home Foods, Division of American Home Products Corp.

No. 4333—Non-Toxic transparent packaging material, Plax Corp.

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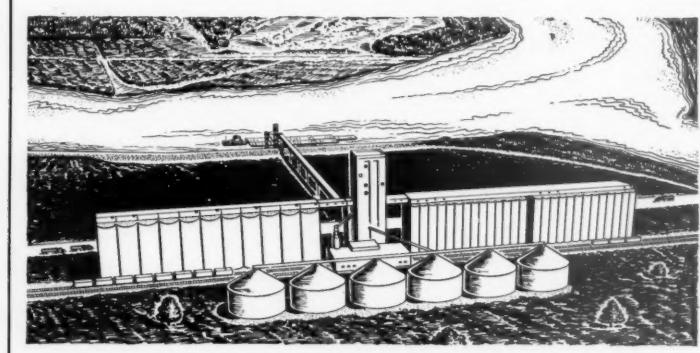
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"Red Chief"

Four Top Notch Spring Wheat Flours
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"Diamond D"

"Wheats Best"



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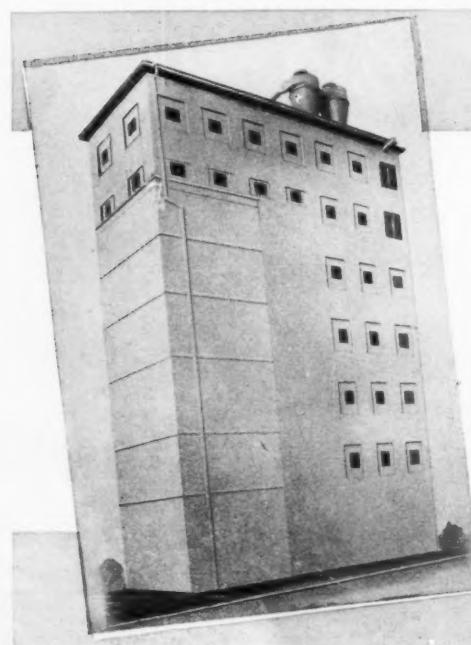
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TODAY'S MODERN BULK FLOUR MILL

WEBER'S BULK FLOUR PLANT, pictured at the left, is an integral part of today's modern flour mill. The process of converting the milling industry from sacks to bulk requires modern bulk flour storage and handling facilities to replace the old sacked storage warehouse.

THE WEBER FLOUR MILLS CO.
SALINA, KANSAS

Four
separate milling units
at the same location

4

... to serve
bakers with

- 1 SPRING AND HARD WINTER WHEAT FLOURS
- 2 SOFT WHEAT FLOUR FOR CAKES, COOKIES, CRACKERS
- 3 RYE FLOURS
- 4 WHOLE WHEAT FLOURS



FROM the heart of the major producing areas, wheat flows to CHICAGO, the world's largest terminal market. Situated as we are, we can always choose the finest. Such selection allows us to offer a complete line of flours to suit all bakery needs.

ECKHART MILLING CO.

CHICAGO, ILLINOIS

Sales representatives in: BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, ATLANTA—GA., AUGUSTA, GA., JACKSONVILLE—FLORIDA, PITTSBURGH, PA., DETROIT, CLEVELAND, COLUMBUS, CINCINNATI, MILWAUKEE, CHICAGO, ST. LOUIS—MISSOURI, NASHVILLE, NEW ORLEANS

Bakery Merchandising

'Donut Month' Promotional Campaign Emphasizes Customer Participation

DCA Food Industries, Inc., has announced an elaborate "October is Donut Month" campaign combining several tested elements of top promotional value to help bakers cash in on the results.

Elements of the campaign include the election of a top show business personality as president of the National Dunking Assn., a nation-wide recipe contest and a high powered Halloween promotion. All phases of the campaign call for sharp emphasis on customer participation.

Martha Raye and Red Skelton will compete for the presidency of the



RECIPE CONTEST—A nation-wide recipe contest, with two weeks vacation for two as the top award, is one of the main features of "Donut Month." To encourage participation by bakery customers, every entrant will be a winner. Prizes include 225 electric knife sharpeners and doughnut recipe books to all who participate, whether top winners or not.

dunking association. Stars such as Gary Moore, Jack Paar and Dave Garroway will contribute to the campaign on their television shows. Radio, newspapers and magazines are expected to follow the proceedings with lively interest. Because of such national coverage, this year's Donut Month is expected to become the biggest success in the 31-year history of the doughnut industry.

DCA is making an entire campaign kit available to those bakers who serve restaurant outlets. Ballots, voting posters, buttonhole badges and dunking membership cards have been designed for distribution to restaurants, luncheonettes, diners and other eating places. Such eating establishments will be turned into polling places during Donut Month. Food operators are expected to tie in with the "vote for president" campaign willingly, since it gives them a new way to excite customer interest in a high-profit, easy-to-serve food item.

Americans, already looking forward to a more sober election in 1960, can be counted on to respond enthusiastically to the Martha Raye-Red Skelton electioneering. Since Donut Month's theme is "Doughnuts with ice cream or fruit," restaurant operators will be

able to offer many profitable variations on their dessert and snack menus. The variety of doughnut specialties they can feature will be limited only by the number of ice cream flavors available, or the range of fresh, frozen or canned fruit on hand.

For Retail Bakers

The "vote for president" campaign is a natural for retail bakeries. Counter girls can wear the buttonhole badges, and do some electioneering, to remind customers of Donut Month. Voting posters on windows of such bake shops, and ballots placed where customers can help themselves, will stimulate interest and unit sales. The election also offers retail bakers a good excuse to sample the great variety of doughnuts available, or to push a "baker's dozen" sale.

For home service and wholesale bakeries, Donut Month has a nation-wide recipe contest in the works. Women will be asked to contribute novel ideas on how they serve doughnuts at home. This is particularly appropriate to the "Doughnuts with ice cream or fruit" theme. National prize winner will receive an all-expense, two-week vacation for two at the Diplomat Hotel and Country Club, Hollywood-by-the-Sea, Fla. The next 225 winners will receive Cory Electric Knife Sharpeners. Everyone who enters the contest can win. Each entrant will receive a copy of "The Donut Party Book" and "The Donut Recipe Book." Women will fill in entry blanks made available with doughnut packages.

DCA makes available all of the material needed to publicize the recipe contest on a local basis. Entry blanks, window streamers, package inserts and d'outs, point-of-sale counter aprons, window and truck posters, newspaper mats, radio and TV spots, a large selection of counter and floor mass displays and prizes—all have been designed for the baker who wants to cash in on the recipe contest. The contest is being counted on to dramatize the doughnut to American housewives and to expand the wider use of the doughnut for dessert.

Halloween Plans

Because October is traditionally Donut Month, Halloween offers bakers a natural tie-in. DCA helps the cause with "Trick or Treat" and Halloween doughnut party campaigns that play up the possibilities of doughnuts for young "spooks" and "goblins." Available are attractive and appropriate posters, package stickers, newspaper mats and direct mail material.

Food editors of national magazines, newspapers, TV and radio will also help publicize doughnuts at Halloween. Many will join in the national recipe contest, responding to novel ways to dress up the doughnut for dessert, for Halloween parties, or for "trick or treat" giveaways. This year the National Dairy Assn. and the fruit industry are putting their weight behind the "ice cream or fruit" theme. National media, radio, TV, newspapers and magazines, are expected to develop the "doughnuts with" idea even more than usual.

To help every baker to tie-in with

a doughnut promotion tailored to his needs, DCA has prepared a complete Donut Merchandising Manual. It offers a complete assortment of ideas for sampling, display, variety posters, routemen's contest, Halloween, etc. With every idea, DCA offers the material needed to execute the plan.

Bakers will find that they can tie in, on the local level, with any of DCA's Donut Month promotions. Complete details concerning the "vote for president" campaign, the recipe contest, or the Halloween promotion are available by writing directly to DCA Food Industries, Inc., 45 West 36th St., N.Y. 18, N.Y.

BREAD IS THE STAFF OF LIFE

Florida Firm Buys Malbis Bakery

MOBILE, ALA.—Malbis Bakery, one of Alabama's largest baking firms, has been purchased by R. P. Cooper Bakeries of Tallahassee, Fla. R. P. Cooper, president, stated that his company has taken over manufacturing of bread, rolls and cakes formerly performed by Malbis.

John W. Barton & Associates, former owners of Malbis, have retained the cracker and biscuit section, which is known now as the Top Notch Cookie Co.

Neil G. Allen, Panama City, Fla., is the new manager of Malbis Bakery. He formerly managed a Cooper bakery for 10 years at Panama City.

Bakers Offered New 'Pumpkin Cake'

MINNEAPOLIS—A new fall promotion built around a newly developed pumpkin cake idea has been announced by Russell-Miller Milling Co.

Frank Morris, vice president of the bakery flour division, described the cake as having a new "pumpkin-spice flavor." It is shaped like a pumpkin and is frosted with an orange icing. A citron stick in the top represents the pumpkin stem.

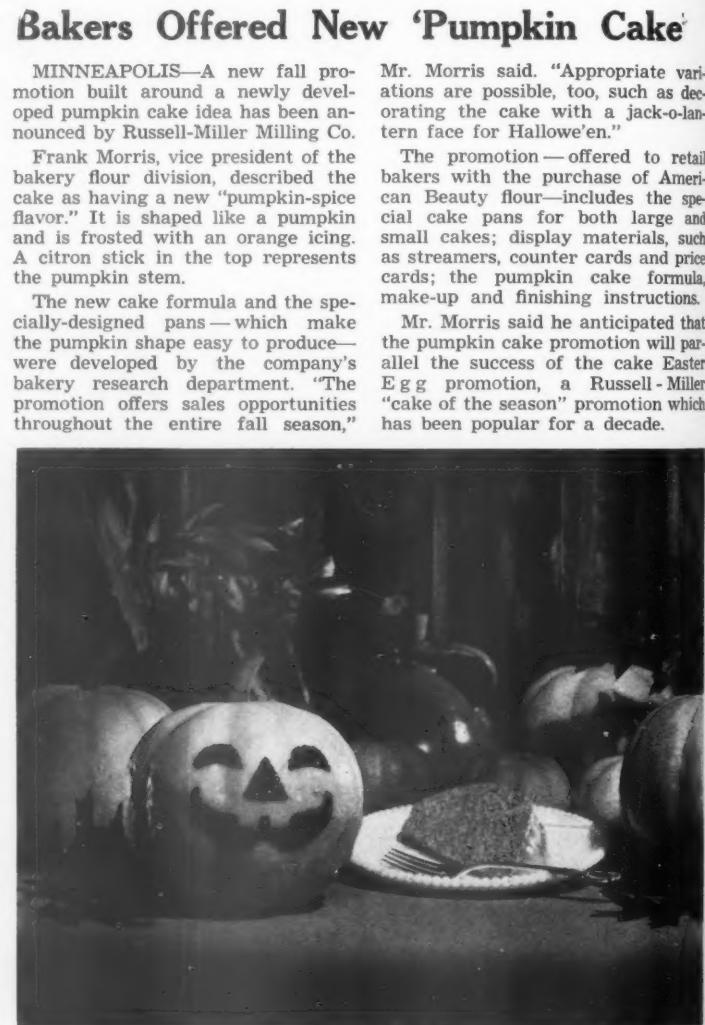
The new cake formula and the specially-designed pans—which make the pumpkin shape easy to produce—were developed by the company's bakery research department. "The promotion offers sales opportunities throughout the entire fall season."

10 MILLION COPIES OF BOOKLET PRINTED

CHICAGO—Ten million copies of the American Institute of Baking's "Eat and Grow Slim" booklet have been printed since the original guide was prepared by the Consumer Service Department and offered in 1946. In 1958 alone, AIB reports, the "slim" booklet's circulation ran close to 600,000 copies. This distribution included requests from individuals, public health departments, physicians, agricultural extension nutritionists, educators, food editors and members of the Bakers of America Program. Popularity of the booklet among doctors has increased consistently over the years, with more than 56,000 copies used by members of the medical profession in the first six months of 1959.

REMODELING COMPLETED

MILWAUKEE—Mrs. Catherine T. Clark, head of Brownberry Ovens, Inc., has announced completion of the remodeling in Burlingame, Calif., of Mrs. Bentzen's Danish Cookie Co., now owned by Brownberry Ovens. Special equipment has been installed at the West Coast plant to turn out Mrs. Clark's Brownberry bread for stores in the San Francisco Bay area. The firm now has operations in 20 states.



PUMPKIN CAKE—Russell-Miller Milling Co. is offering to bakers a merchandising kit with specific directions for baking, decorating and promoting this new "pumpkin cake" during the fall season leading up to Hallowe'en. Kit contain cake pans, display materials, a formula, and make-up and finishing instructions.

ONE LOAF OF BREAD (PISTACHIO, PLEASE)

LONDON—British bakery firms are now producing a new product—multi-colored bread—which may, if successful, eventually lead to housewives coining such new bits of conversation as, "Looking at the world through rose-colored pumpernickel," or "Make mine one loaf of whole wheat, yellow, to match my new tea service." On the serious side, bakers are making bread that is colored green, yellow, apricot, pink and white. Tests are also being made on flavored bread, such as banana, strawberry and cheese and onion. According to trade sources, the experiment is based on American lines, the idea being that housewives will be able to buy bread to match their new tablecloths. The new "Rainbow Bread" uses protein enriched dough; all that is added is vegetable coloring of the kind usually used in cooking. Flavored bread, too, may be acceptable to mothers, some of whom report that their children would eat the colored bread in hunks without any butter or jam. In Liverpool, reportedly, the new type of bread has the backing of Prof. Andrew Semple, the city's medical officer of health, who favors the idea of encouraging children to eat more bread.

Corn Products Earnings Ahead in First Half Of Current Year

NEW YORK—Net sales and earnings per share for the first six months of 1959 for Corn Products Co. were ahead of the comparable period of last year, according to figures reported to stockholders by William T. Brady, president.

Net sales of the company and its domestic and Canadian subsidiaries for the half-year ended June 30, 1959, were \$237,452,793, as compared with \$227,493,813 for the first six months of 1958. Results of both years shown include the operations of the company's Best Foods division.

Net income after taxes applicable to common shares was \$13,184,858, as against \$12,771,191 reported for the similar period in 1958. This is equivalent to \$1.21 a common share on 10,886,131 shares outstanding this year, as compared with \$1.18 a share on 10,790,918 shares outstanding at the half-year mark last year.

BREAD IS THE STAFF OF LIFE

Multiwall Service Representative Named

NEW YORK—John Floyd has been appointed technical service representative for West Virginia Pulp and Paper Co.'s multiwall bag division, it has been announced by Sheldon Y. Carnes, regional manager. Mr. Floyd will work out of the division's Wellsburg, W.Va., plant reporting to A. L. Staffileno, plant manager.

Mr. Floyd joined West Virginia in 1954 as technical assistant at the company's Charleston, S.C., mill. He returned to school the following year and received a B. S. degree in chemical engineering from the University of South Carolina in 1957.

Mr. Floyd rejoined the company at Charleston in 1957 where he has been packaging engineer in the multiwall packaging laboratory. In his new assignment he will be working with West Virginia customers to improve their packaging operations.

Bakers' Golf Outing In Minnesota Draws Over 200 Attendance

MINNEAPOLIS—Approximately 215 bakers and allied tradesmen attended the 29th annual Minnesota Baker-Allied Golf Tournament held recently at the Golden Valley Country Club.

Climax of the affair was a buffet dinner and the awarding of more than 50 prizes to winners among the 146 golfers and their guests who participated in the day's activities. Awards were made by Aaron J. Petersen, Zinmaster Baking Co., Minneapolis, who was assisted by John Corbey, Standard Brands, Inc., St. Paul; Martin Olson, Bungalow Bake Shop, St. Paul, and Ray Wuollet, Wuollet's Bakery, Minneapolis, president of the Minnesota Bakers Assn.

The John O. Lanpher championship golf trophy, awarded to the low gross score golfer by International Milling Co., was won by Paul Storwick, Storwick Home Bakery, Minneapolis. Mr. Storwick previously won the trophy in 1956 and split honors for it with Emil Filipek, Filipek's Bakery, Minneapolis, in 1958.

Bert Jassoy, Regan Bakeries Co., Minneapolis, was chairman of the outing and presided at the dinner and awards ceremony.

Rudy Harrer, American Bakeries Co., St. Paul, was elected chairman of the 1960 outing.

BREAD IS THE STAFF OF LIFE

Continental Acquires Bakery in Texas

GREENVILLE—Finney's Holsum Bakery, Inc., Greenville, has been acquired by the Continental Baking Co., it was announced by R. Newton Laughlin, president of Continental, and R. H. Finney, president and owner of the Texas concern. Terms were not disclosed. Mr. Finney will continue as a consultant. A. P. Chapman will remain as manager, and no personnel changes are planned. The acquisition will be an extension of territory for Continental which previously operated virtually no bread routes in the Greenville area.



James L. Everhart

BAKING MIX SALES—James L. Everhart has been named sales manager of baking mixes for the flour division of General Mills, Inc., Minneapolis. He succeeds Ralph E. Gaylord, who recently moved up to the new position of director of bakery relations for the division. In making the announcement, W. A. Lohman, Jr., company vice president and director of sales for the flour division, said that Mr. Everhart will be responsible for sales of mixes to bakeries and also to institutions, hotels, restaurants, industrial plants and similar facilities that normally do their own baking. Mr. Everhart joined General Mills in 1957. He has more than 10 years of experience in bakery flour and baking mix sales, and has been assistant to the sales manager of baking mixes since mid-1958.

MILWAUKEE BAKER DIES

MILWAUKEE—Arthur J. Schneeweis, a bakery operator in Milwaukee for 39 years, died here recently. Mr. Schneeweis was 71 years old. He was a member of the Wisconsin Bakers Assn. and active in the affairs of Milwaukee retail bakers for many years.



VISITORS TO CANADA—The British millers now visiting Canada are shown in the baking section of the research laboratory of the Board of Grain Commissioners for Canada. H. Kilborn, lab. technician is showing a pan of loaf dough. Left to right: J. A. C. Hosegood, London; Leighton Morton, London; R. C. Loombe, London; Dr. J. Ansel Anderson, chief, Grain Research Laboratory; J. P. Gamble, Ipswich; H. Kilborn; F. L. Ashcroft, Liverpool, and R. A. Forrest, Hunt.



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SPRING CROP

(Continued from page 6)

producing a satisfactory flour yield. However, the ash level is very erratic, ranging from a low of .420% to a high of .560% with an average of .482%. In spite of this high ash level, flour colors are satisfactory.

Farinograph peak times range from 6 min. to 11 min. with an average of 7.4 min. Farinograph mixing tolerance ranges from 6½ min. to 14½ min. with an average of 9.8 min. Farinograph absorptions are all fairly high, ranging from 61.0% to 67.3% with an average of 64.2%. M.T.I. values range from 20 to 40 units with an average of 28.2 units.

Baking results have been excellent from this area. In fact, no samples lacked excellent volume, grain and texture.

Northwestern South Dakota: Doty has had relatively few samples from this area, but they have been of exceptionally good quality. Test weights range from 57 lb. to 61 lb. with an average of 59.4 lb. Proteins range from 14.10% to 19.20% with an average of 15.30%. These wheats have satisfactory milling properties, producing a yield slightly below normal but with a very high ash level. Ash has ranged from .440% to .550% with an average of .494%.

Farinograph peak time ranges from 6½ min. to 13 min. with an average of 8.1 min. Farinograph mixing tolerance ranges from 8 min. to 15 min. with an average of 11.2 min. Farinograph absorptions range from 59.6% to 67.9% with an average of 64.8%. Farinograph M.T.I. values range from 10 to 35 units with an average of 23.4 units.

Loaf volumes, grain and texture are excellent on wheats from this area provided sufficient oxidation is used to permit optimum results without over-oxidizing. Doty has observed many samples from this area that show no bromate response. This was somewhat true in northeastern South Dakota also. Therefore, care in proper oxidation treatment at the mill level is very important. Normal malt treatment produces satisfactory results.

Southern Montana: Most of the samples received so far from southern Montana have been winter wheat samples. Test weights have ranged from 59 to 61.5 lb. with an average close to 60 lb. Proteins range from 11.20% to 14.70% with an average of 13.10%. These wheats have excellent milling properties, producing very satisfactory flour yield. However, ash results on the samples received so far have been very erratic, ranging from .397% to .477%. The average on all samples received is .433%. Some samples called Karmont and Yogo have had low ash but poor curves and baking character. Samples of Cheyenne from this area have been excellent.

Mixing Peak Times

Farinograph mixing peak times have ranged from 3 min. to 11½ min. and, eliminating curves under 4 min., averaged 7.7 min. Farinograph mixing tolerance has ranged from 3½ min. to 16½ min. and, eliminating those with less than 6 min. tolerance, averaged 11.4 min. Farinograph absorptions have been exceptionally high, ranging from 61.6% to 67.1% with an average of 64.9%. M.T.I. values have ranged from 10 to 55 units with an average of 36 units.

Baking results on the good varieties have been excellent when the



Cliff W. Isaacson

NEW VICE PRESIDENT—Cliff W. Isaacson, director of cake sales for Continental Baking Co., Rye, N.Y., was elected vice president at a recent meeting of Continental's board of directors. Mr. Isaacson, a graduate of Ohio State University, has been with Continental for 31 years, starting as a clerk in the Akron, Ohio, bakery. He was manager of the company's Youngstown and Akron bakeries, and sales manager for the Detroit region before coming to the general office eight years ago as director of Hostess cake sales and assistant to Ellis Baum, vice president in charge of the Hostess cake division.

protein was at the proper level. However, Doty obtained some very poor baking results from varieties such as Karmont and Yogo. The relatively few spring wheat samples from this area have all had very good mixing strength in the bake shop and produced very good finished loaves.

In conclusion it looks as if, in spite of a very small spring wheat crop, we have one of excellent quality. There is plenty of high protein and there may be premiums on low protein for production of domestic bakers flour. The spring wheat millers will have the same problem as the southwest millers in producing a normal ash level for flour this year.

However, the flour has such good color even at high ash levels, that Mr. Doty is confident the baker will like the performance of the spring wheat samples in the laboratory so far. He is at the present time milling and baking samples from northern Minnesota, North Dakota, and northern Montana, the report concluded.

BREAD IS THE STAFF OF LIFE

TO SALES-SERVICE POST

NEW YORK—Frank C. Staples, president of American Molasses Co., announces the appointment of Andrew P. DaPuzzo as a sales-service representative in the technical service department of the company. Mr. DaPuzzo's experience in the baking industry, where he has been employed for many years, includes production experience, product control, and laboratory testing and development. He is a graduate of Lehigh University, where he majored in chemistry, and also of the American Institute of Baking. He has taken special advanced work at Newark College of Engineering and is a member of the American Society of Bakery Engineers.

Action Delayed on Cooperative Taxes

WASHINGTON—The House Ways and Means Committee has delayed all action on cooperative taxation for this session.

In an executive meeting recently, the committee considered the recommendations of the Treasury Department to tax cooperative corporations on patronage dividends if the dividends were not paid in cash or in qualified notes bearing 4% interest, and redeemable in three years, as it was noted in the bulletin.

Wilbur Mills, chairman of the committee, announced that the committee, "after discussion of the matter, concluded that it could not resolve the problems without further hearings in order to obtain the comments of the interested public on the Treasury Department proposal." He also stated that the committee tentatively agreed that public hearings would be held early in the next session of Congress, very probably in January, 1960, and that later this year an announcement would be made defining the scope of the hearings which will be conducted at the beginning of the next session of Congress.

BREAD IS THE STAFF OF LIFE

Report Issued on Food Marketing Wages

WASHINGTON—Regional differences in hourly earnings of workers in certain segments of the food marketing industry are described in a research report issued by the Agricultural Marketing Service, U.S. Department of Agriculture.

Hourly rates were compared for the Northeast, South, West and North Central regions. Comparisons were made also of rates in food processing, wholesaling and other parts of the industry. The levels of earnings were found to be highest in the West and lowest in the South.

The study was made to provide a foundation for future work on costs of marketing. The researchers pointed out that higher or lower wage rates and earnings do not, of themselves, indicate where the marketing cost per unit of food is high or low, since productivity of labor and other factors must be considered in measuring marketing costs.

A copy of the report, "Differentials in Workers' Earnings in Selected Segments of Food Marketing," AMS 333, may be obtained from the Information Division, Agricultural Marketing Service, U.S. Department of Agriculture, Washington 25, D.C.

ABA TO DISTRIBUTE FILM FOR STUDENTS

CHICAGO—A 15 min. color film designed to motivate proper eating habits in junior high school students is being produced for the American Bakers Assn. The public service film will be distributed nationally for showings to seventh and eighth grade students starting in 1960. ABA now expects the demand for prints to exceed its budget at least for the first year of showing. The film makes use of strong primary colors—red, yellow and blue—to denote the physical, mental and spiritual aspects of human life, with variations in shades used to depict the need for sustenance in all three categories.

Moms...

Dads...

Kids...

love bread
baked with
SWAN FLOURbake after
bake after bake

SPRINGFIELD BAKING CORP.

Grand Exchange, Minneapolis 15, Minn.
Site of Springfield, Illino.Our millers at: Pride of the Northwest
White Oak • White Oak • Panama

Formulas for Profit

Puff Paste Products Mean Extra Profits

They are still the 'Bakers' Specialty'

PUFF PASTE DOUGH (No. 1)

Place the following ingredients in a bowl and mix at medium speed until a smooth dough is obtained:

- 7 lb. bread flour
- 1 lb. 8 oz. eggs
- 1 lb. 8 oz. shortening
- 2 oz. salt
- 4 lb. cold water (variable)

After the dough is mixed, form it into an oblong piece to fit an 18x26 in. bun pan. Place in a refrigerator for about 30 min. to rest. Then roll out and roll in:

- 5 lb. 8 oz. puff paste shortening

Give the dough one three-way and one four-way fold and rest it in the refrigerator for 15 or 20 min. Then give the dough another three-way and a four-way fold. Rest for about 15 min. The dough then is ready to be made up.

Note: Cover dough with a damp cloth while in the refrigerator to prevent crusting. When making this dough for the first time, it is best to bake a small piece, and if fat flows out, give the dough another three-way fold before making up into various products.

PUFF PASTE DOUGH (No. 2)

Mix until a smooth dough is obtained:

- 5 lb. bread flour
- 2 lb. puff paste shortening
- 1½ oz. salt
- 2½ lb. cold water (variable)

Allow the dough to rest for about 15 min. and then roll it out, leaving the center thick. Place 3 lb. puff paste shortening in the center and fold the dough over it.

Roll the dough out into an oblong shape, about ½ in. thick. Brush off the flour and give the dough a three-way fold.

Roll and fold the dough five times, allowing about 15 min. or more between each folding. Keep the dough covered with a damp cloth. After the last folding, allow the dough to relax for about half an hour or longer before making up the various products.

Cream Rolls or Lady Locks

Roll out a piece of dough about ½ in. thick or slightly less and cut into strips 18 in. long and 1 in. wide. Then wash these strips with an egg wash and roll, spiral-like, on cone-shaped

Puff Paste Products Are Profitable

Puff paste products are one line of baked foods that the housewife, as a general rule, is unable to make. The finished products have sales appeal. Yet we find many bakers who do not make them. This is due probably to the fact that many of them feel too much time is required to make them. This idea, however, is not true when one considers the variety of products that can be produced from the basic puff paste dough. Those bakers making puff paste products, as a rule, have discovered that they are very profitable.

In order to save labor costs, the basic puff paste dough can be made large enough to make a fresh variety of products from it three or four days in succession. It is of the utmost importance that these products are sold while fresh, for only then are they at their best both in appearance and eating quality.

The ingredients generally used in the dough are: Flour, shortening, water, butter or margarine, salt and puff paste shortening. Usually, bread flour is used. Some soft wheat flour may be substituted, however, if the bread flour is exceptionally strong. Eggs are not a necessary ingredient. Excellent results may be obtained from dough made without eggs. It is the opinion of some bakers that the crumb color of the product is improved by using them. Some formulas call for the use of cream of tartar or a substitute. These ingredients do not promote any raising action, but condition the gluten in the dough, making it shorter and easier to roll out when used the same day. The natural increase in the acidity in the dough when made 12 or 18 hours ahead of time will do the same thing. Therefore, it is not necessary to use an acid ingredient in the dough.

The dough must not be allowed to crust over and should be kept in a refrigerator. If humidity in the refrigerator is low, the dough should be covered with a clean damp cloth.

Products made from the dough, generally, should be allowed to rest for 10-25 min. before they are placed in the oven. Shrinkage will be decreased by using this procedure. For most products the oven temperature should be about 400° F. Filled or large pieces should be baked at a slightly lower temperature.

To produce excellent results, good workmanship is important. Should any difficulty arise, check the article on Puff Paste in "The Bake Shop Troubleshooting Handbook. (For details on obtaining the handbook, see page 46.)

tubes made for this type of product. Dip the washed side into granulated sugar and place on pans. Allow to rest and then bake.

When the pieces are baked, remove the tubes. When cool, fill with marshmallow, using a canvas bag and small tube (star). When filled, powdered sugar may be sifted on top, if desired.

PATTY SHELLS

(Method No. 1)

Roll a piece of dough out about ½ in. thick. Cut out pieces with a plain round or scalloped cutter of desired size and place them on a pan. Take another piece of dough and roll out to about ¼ in. thickness. Cut out pieces with the same cutter as before and then cut a hole in the center with a small round cutter. Wash the pieces on the pan with water and place the rings upside down on top of them. Press the rings down slightly and

then wash the tops very carefully, using an egg wash, and then bake.

TURNOVERS

Roll out a piece of puff paste dough about ½ in. thick. Cut with a sharp knife into 5 or 6-in. squares. Wash the edges with water and fill the center with prepared filling. Then fold the pieces so that they form a triangle. Seal the top and bottom edges by pressing down on them with the fingers. Wash the tops with an egg wash and then cut a small slit in the top with a sharp knife, to allow the steam formed during baking to escape. Allow to rest before baking. After baking, powdered sugar may be sifted on them or they may be iced with a thin water icing or glaze.

The dough for turnovers may be cut with a 5 or 6-in. round cutter, if desired. This will form a half circle when filled and folded. Oblong turnovers may be made by cutting the

pieces of dough about 6x4 in. and then folding them, after being filled, so they will be about 6x2 in.

Note: Some bakers, after washing the turnovers with the egg wash, will dip them in granulated sugar before baking. When this is done, it is not necessary to sift powdered sugar on them after they are baked.

Various fillings such as apple, pineapple, raisin, mincemeat, etc., may be used as desired.

SOLES

Roll out a piece of puff paste dough about ¼ in. thick. Cut out with a 2-in. plain round cutter. Place the cut-out pieces on the bench and roll out thin, using granulated sugar on the bench and on top of the pieces. Place the pieces on a well-greased pan and allow to rest. Place in the oven, and when halfway baked, turn the pieces over on the pan and finish baking. The pieces should be rolled out into an oval shape to resemble soles.

ECCLES

Roll out a piece of puff paste dough about ¼ in. thick. Cut out with a 5-in. plain round cutter and lay the pieces on the bench.

Place a little filling in the center and fold the edges together. Pinch together and turn the pieces over so that the seams are on the bottom.

Press flat and roll out so that the pieces are about ¼ in. thick. Place on well-greased pans. Wash with an egg wash and sprinkle granulated sugar on them. Rest, and then bake at about 380-390° F.

Filling

Cream together:

- 10 oz. brown sugar
- 5 oz. honey
- 5 oz. butter
- 5 oz. shortening
- 8 oz. whole eggs

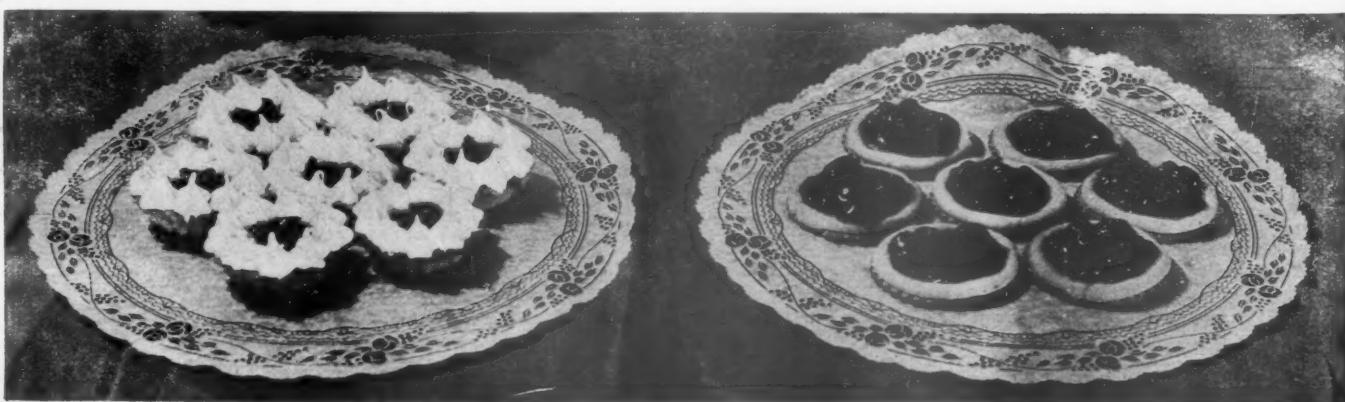
Then mix in:

- 12 oz. chopped apples
- 8 oz. raisins
- 4 oz. chopped nuts
- 8 oz. fine ground cake crumbs
- 8 oz. currants
- ½ oz. mace
- ¼ oz. salt
- Lemon and orange flavor to suit

PATTY SHELLS

(Method No. 2)

Roll a piece of dough out about ¼ in. thick. Cut out pieces with a plain



round or scalloped cutter of desired size. Then take a small round cutter and press this down about half way into the center of the cutout pieces. Place the pieces on a pan and allow them to rest for about 15 min. Then wash the tops with an egg wash and bake. Just before the patty shells come out of the oven, remove the center pieces and bake the patty shells just long enough to prevent sogginess in the center.

As a rule, patty shells are sold without fillings. However, some bakers fill the centers with various types of filling and then sift powdered sugar over them.

Oval, square, oblong or heart-shaped cutters may be used, if desired, instead of the round ones. Very attractive products will result.

HORSE SHOES

Roll out a piece of puff paste dough about 1/6 in. thick. Cut into strips about 6 in. wide and then cut the strips into bars 1 1/2 in. wide. Wash the border with an egg wash and fill the center with jam, using a paper cone. Then fold the edges over like turnovers, press down with the fingers, wash with an egg wash and dip in granulated sugar. Then form the pieces into the shape of a horse shoe. Place on greased pans and allow to rest before baking. Bake to a golden brown color.

NAPOLEONS

Roll out two pieces of puff paste dough about 1/6 in. thick. Cut the rolled pieces of dough 18x26 in. and place on two standard size bun pans. Dock the pieces with a fork or dock-er until the surface is pretty well covered with small holes about an inch or so apart. Allow to rest and then bake.

When baked and cool, cover the top of one piece with a layer of good custard cream. Place the other piece on top of this with the bottom showing. This will insure a smooth surface. Then ice with a good water icing and sprinkle with sliced or chopped nuts. Then cut the pieces into bars about 3 1/2 x 1 1/2 in. and place one half of a glazed cherry in the center.

If desired lemon, orange, chocolate custard creams, etc., may be used instead of the plain custard cream for the filling.

RASPBERRY TARTS

Roll out a piece of puff paste dough about 1/6 in. thick. Cut out with a 2 1/2 in. round or scalloped cutter. Wash the pieces with an egg wash, place on a pan and then punch a few holes in the top with a fork. Allow to rest and then bake. After baking and when cool, split the pieces and place a small amount of raspberry jam on the bottom pieces. Put the other halves on top again and then spread a small amount of water icing on top. Place a candied cherry in the center.

Any other type of filling may be used, as desired.

BARCELONA PUFFS

Roll out a piece of puff paste dough about 1/6 in. thick and cut into 4-in. squares. Wash with an egg wash and fold the squares so that they will be three-cornered. Wash the pieces with an egg wash and sprinkle a mixture of granulated sugar, flaked almonds and cinnamon on top. Allow the pieces to rest a while and then bake in a medium oven. When cool, slice almost in two and fill with whipped cream, using a bag and star tube. Sprinkle chopped pecans on the whipped cream that is showing on the sides.

PRETZELS

Roll out a piece of scrap dough about 8 in. wide and 1/4 in. thick. Cut into strips about 1/4 in. wide. Roll the strips longer, in cinnamon sugar, and form into pretzel shape.

Place the pretzels on well-greased pans. Allow to rest for about 15 min. and then place in the oven. When half baked, turn the pretzels over with a bowl knife and finish baking.

APPLE TARTS

Use the same procedure as for peach tarts for making the bottom pieces. Place 6 or 8 slices of apple on them and sprinkle a little cinnamon sugar on top. Rest for about 15 min. and then bake.

BATON GLACEES

Roll out a piece of puff paste dough about 1/6 in. thick and cut strips 4 in. wide. Ice the strips with an egg white icing, flavored with a little vanilla and cinnamon. Then cut the strips into bars about 1 1/2 in. wide, with a knife dipped in hot water. Place the bars on slightly moistened pans and allow to rest for about 15 or 20 min. Then bake in a cool oven, so as not to discolor the icing.

BUTTER CHIPS

Roll out a piece of scrap dough to about 1/4 in. thickness and about 16 in. in width. Wash this piece with water and sprinkle a mixture of sugar, cinnamon and ground nuts on top. Then roll the piece up like a cinnamon roll. Cut into 1/2 in. slices. Roll each slice out with a rolling pin, using granulated sugar on the bench and on top of the slices. When flat and oval shaped, place on well greased pans. Allow to rest and then bake. When baked and cool, ice the pieces with a thin water icing and sprinkle with flaked nuts or coconut, if desired.

CREAM SLICES

Roll out a piece of puff paste dough to about 1/4 in. thickness. Cut into pieces about 4 1/2 x 1 1/2 in. Wash the top with an egg wash and sprinkle granulated sugar on top. Then, with a large bowl knife, place the pieces close together on a pan. Rest and then bake.

After baking and when cool, split the pieces in half with a sharp knife and fill the bottom with a good marshmallow filling, using a canvas bag and a large star tube. Place the top pieces on the marshmallow and place the slices close together on a pan. Then sift powdered sugar on top.

MARSHMALLOW FILLING

Scale into a mixing bowl:



THE AMERICAN BAKER



A. J. Vander Voort

. . . technical editor, author of this monthly formula feature and conductor of The Bakeshop Troubleshooting (see page 46) and the Do You Know feature (see page 10), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

Pittsburgh Club Engages Speakers For Bakers' Clinic

PITTSBURGH—The fourth annual bakers' clinic on operation and management, sponsored by the Bakers' Courtesy Club of Pittsburgh, will be held at the Hotel Webster Hall, Pittsburgh, Sept. 15. Speakers will cover subjects ranging from preventive maintenance to wrapping, dough extrusion and merchandising.

On the program will be John H. Dersch, director of engineering, Read Standard Division, Capitol Products Corp., whose subject is titled "Preventive Maintenance"; Jack Conrad, sales promotion manager of Pollock Paper Corp., speaking on "Polly Wrapping"; W. R. Heegaard, vice president and director of sales, Russell-Miller Milling Co., speaking on the subject of flour; Louis Lerrick, director of technical service, DCA Food Industries, Inc., "Extrusion of Sweet Doughs," and Nat H. Nash, director, research and new products development, American Bredco Corp., "Icing."

R. F. Dunkelberger, president of the Pennsylvania Bakers Assn., will address the meeting on activities of the state association. Mr. Dunkelberger will be accompanied by Theo. Staab, PBA secretary.

Jack R. Nichols, DCA Food Industries, Inc., president, will preside at the bakers' clinic. Harvey G. Woeckner, Marathon Corp., will give the opening prayer, followed by introduction of the state officers.

Also on the program will be Mrs. Frances Kollar, Steinmetz Bakery, Carnegie, Pa., who will speak on "Cake Decorating."

W. D. Reese, district sales manager, Armour & Co., will address the clinic on the subject, "Advertising and Merchandising." A special speaker will be Tennyson Guyer, billed as "Ohio's Ambassador of Good Will," who will give a lighter note to the program during the afternoon session.

—BREAD IS THE STAFF OF LIFE—

Bureau of Standards Issues New Booklet

WASHINGTON—"Checking Pre-packaged Commodities," a new 27-page publication written by Malcolm W. Jensen, Office of Weights and Measures, National Bureau of Standards, was issued recently.

The booklet is available for 35¢ from the Government Printing Office, Washington 25, D.C.

—BREAD IS THE STAFF OF LIFE—

GMI Dividend

MINNEAPOLIS—The board of directors of General Mills, Inc., has declared a quarterly dividend of \$1.25 a share on GMI five percent preferred stock payable Oct. 1 to stockholders of record Sept. 10.

ANSWERS TO "DO YOU KNOW?" Questions on page 10

1. False: A loaf of bread baked in a hot oven will have a smaller baking loss than a loaf baked in a cool oven. Therefore, the dough could be scaled somewhat lighter for bread baked in a hot oven.

2. False: It is not necessary to use ammonia as baking powder can be used. Ammonia is not recommended, as it causes the frying fat to darken in color within a short time. About 2½ times more baking powder than ammonia should be used.

3. True: Mixing on high speed is apt to over-develop the dough, making it sticky and producing a loaf having small volume.

4. True: However, there is always some slight shrinkage, even when this procedure is used.

5. False: Twenty pounds of sweetened condensed nonfat milk would have to be used. The sugar content in the formula should be reduced 8 lb. and the water 6 lb. Sweetened condensed nonfat milk contains approximately 30% nonfat milk, 30% water and 40% sugar.

6. False: It means that 3 lb. fruit is used with 1 lb. sugar; 5-to-1-pack would refer to 5 lb. fruit and 1 lb. sugar.

7. False: The volume will be decreased. Soda seems to break down the cell structure. The flavor of the cakes will be unsatisfactory and the crumb of the cakes will have a grayish yellow appearance.

8. False: Tests have been conducted which demonstrate that the development of mold in bread cannot be traced to any of the ingredients used. Mold spores are killed during the baking process. Therefore, the baked loaves are sterile, as far as mold is concerned, when removed from the oven.

9. True: This is a general procedure. The dough is fermented for about 4 or 5 hrs. The yeast content will run from .15 to 20%, based on total flour content of the sponge and dough.

10. True: The addition of ¼ to ½% yeast food, based on weight of the flour, will improve the finished loaf.

11. True: Invert syrup is hygroscopic and the cakes will stay moist longer. There will also be a slight improvement in the crust color.

12. False: Under proper refrigeration, unbaked pies have been stored for 96 hrs. without difficulty.

13. False: It is sometimes added to the powdered sugar to help decrease the tendency for the sugar to lump. Usually 1% tri-calcium phosphate is used to replace 3% starch which is used for the same purpose.

14. False: The sugar and water are usually cooked to a temperature of 240-242° F. If cooked to 340-342° F., it would be burned black, and not usable.

15. True: According to government standards, "breakfast" cocoa must not contain less than 22% fat.

16. False: While it is true that many housewives make this statement, the statement itself is false. Due to improved manufacturing processes, there is no difference between beet and cane sugar when they are properly manufactured.

17. True: This is a good procedure to use when the difficulty is encountered.

18. False: Powdered sugar will produce less spread than granulated sugar. If the formula calls for powdered sugar and less spread is desired, the use of a stronger flour will decrease spread. A decrease in the shortening content will also help.

19. False: There is absolutely no foundation for this idea. When cakes are removed from the oven, they are sterile as far as mold spores are concerned.

20. True: A solution of this type is quite often used. Some bakers use as much as 2 lb. malt to 10 lb. water for soaking the raisins.

ABA CONVENTION

(Continued from page 3)

president of Betsy Ross Bakeries, Inc., Bluefield, W. Va., chairman of the bread branch committee, will preside.

John O. Tomb of the management consultant firm of McKinsey and Co., Chicago, will discuss the possibilities of "Increasing Profits in the 1960's Through Better Management."

"Planning for the Future" is the subject to be discussed by Mrs. Yetta Hecht Marks, president of Hecht's Bakery, Inc., Bristol, Tenn.

Don F. Copell, executive general manager, The W. E. Long Co., Independent Bakers' Cooperative, Chicago, will talk on the subject "Operation Sick Plant."

The continuous mix breadmaking process will be discussed by Tom Spooner, general sales manager of Baker Process Co., a division of Wallace & Tiernan Inc., Belleville, N.J. A motion picture of the process will be shown.

A question and answer session following the formal talks will give members an opportunity to resolve individual problems.

The meeting will adjourn with a report of the nominating committee and the election of the 1960 chairman for the branch.

Multiple Unit Retail

Subjects ranging from public relations to the use of electronic business machines will be discussed when the multiple unit retail section holds its annual session Tuesday, Oct. 20.

Following customary procedure, the meeting will be open to bakers only, but allied tradesmen are invited to attend the luncheon. The meetings will be held from 10 a.m. to 5 p.m.

Sidney R. Silber, general manager of Silber's Bakery, Inc., Baltimore, Md., branch chairman, will preside. The co-chairman is Edward T. Gilchrist of Hough Bakeries, Inc., Cleveland.

The first speaker will be Walter

A. Sutherland, vice president of Dorothy Muriel's Food Shops, a division of Brigham's, Inc., Cambridge, Mass. His topic is "Sales Training Procedure and Methods."

"Public Relations—The Sweet Sell of Success," will be discussed by Sam Pasternak, president of Cake Box Bakers, Inc., Kansas City.

Lavern H. Fortin, president of Van de Kamp's Holland Dutch Bakers, Inc., Los Angeles, will explain "The Place of the Multiple Unit Retail Baker in the Changing Market of Today."

"The Use of IBM in a Multiple Unit Retail Operation" will be described by George R. LeSauvage, Jr., assistant to the president of Frank G. Shattuck Co., New York City, operators of Schrafft's Restaurants.

John C. MacAlpine, Jr., of J. C. MacAlpine and Son, Philadelphia, will talk about "Comparative Cost Analysis."

An afternoon industry panel will answer questions arising from the morning session. Mr. Gilchrist will serve as moderator. Panel members will include Mr. Fortin, Mr. LeSauvage, Jr., Mr. Pasternak and Mr. Sutherland.

The meeting will adjourn with a report of the nominating committee and the election of the 1960 ABA multiple unit retail branch chairman.

Allied Breakfast

Fred W. Nicolai, chairman of the program committee of the 29th annual breakfast meeting of the Allied Trades of the Baking Industry, Inc., has announced that the meeting's featured speaker will be Bill Veeck, president of the Chicago White Sox. Mr. Veeck is one of big league baseball's most successful and colorful characters.

The ATBI meeting will be held at 8 a.m. Oct. 20 in the Bernard Shaw Room of the Sherman. Mr. Veeck's talk will be titled "This Baseball Business."

ABA BOARD

(Continued from page 3)

Inc., Detroit, who will represent Region 9. Other governors reelected were: George H. Coppers, National Biscuit Co., New York, Region 2; Albert S. Schmidt, Capital Bakers, Harrisburg, Pa., Region 4; F. B. Evers, Sr., American Bread Co., Nashville, Region 7; Morgan B. Pennington, Pennington Bros., Inc., Cincinnati, Region 8; Oswald F. Jaeger, Oswald Jaeger Baking Co., Milwaukee, Region 11; Charles J. Regan, Interstate Bakeries Corp., Chicago, Region 12; Harry Shipley, Jr., Shipley Baking Co., Fort Smith, Ark., Region 16.

Herman J. Richter, Jr., Richter's

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$1 per inch per insertion. All Want Ads cash with order.

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MISCELLANEOUS

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Bakery, San Antonio, Texas, Region 17; Victor E. Wendelin, Wendelin Baking Co., Lincoln, Neb., Region 18; C. J. Downing, Old Homestead Bread Co., Denver, Region 20; L. D. Feuchtenberger, Jr., Betsy Ross Bakeries, Inc., Bluefield, W. Va., Wholesale Bread, and Russell J. Hug, General Baking Co., New York, Multi-State.

Other members of the 1959 nominations and elections committee are: Joe E. Baldridge, Baldridge Baker, Lubbock, Texas, and A. W. Lowenberg, Lowenberg Bakery, Inc., Olmowa, Iowa.



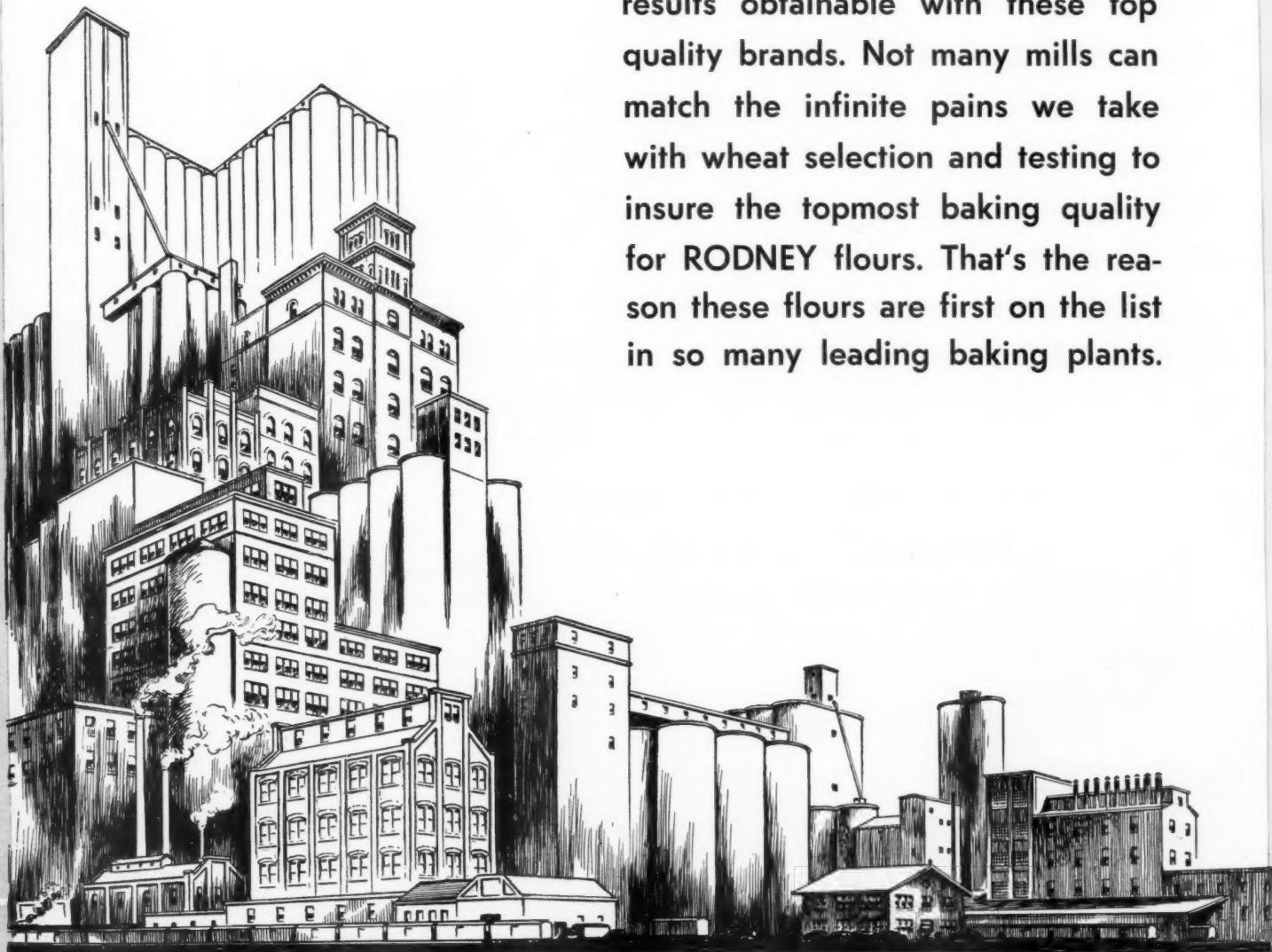
S. R. Silber



L. D. Feuchtenberger, Jr.



R. J. Levy



Any baker who selects his flour with care equal to that we use in choosing wheat for RODNEY flours will certainly be pleased with the results obtainable with these top quality brands. Not many mills can match the infinite pains we take with wheat selection and testing to insure the topmost baking quality for RODNEY flours. That's the reason these flours are first on the list in so many leading baking plants.

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KANSAS CITY, U. S. A.

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Dannen Mills, Inc.	32	Koerner, John E., & Co.	25
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Dixie-Portland Flour Co.	16	La Grange Mills	20
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Duncan, Wm. C., & Co., Inc.	43	Lykes Bros. Steamship Co.	41
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		Williams Bros. Co.	2
		Williams, Cohen E., & Sons	16
		Wolcott & Lincoln, Inc.	24



The American Baker reaches the two groups vital to your product's acceptance—the production superintendent who selects it, and the plant manager who approves it. Cover "both sides of the street" economically through advertising in The American Baker.



"My husband is an efficiency expert in a large office."

"What does an efficiency expert do?"

"Well, if we women did it, they'd call it nagging."



She balanced herself daintily on a stool at the hamburger counter, looking over the pastries and, after a few minutes of indecision, addressed the counter man: "I would like to have two hamburgers well done; no pickle, but you may put a little mustard on them, if you don't mind."

Without turning his head the counter man shouted to the short order cook: "Elmers, on two; hobnailed; hold the pucker and make 'em dirty."



Personnel director: "Have you any references?"

Applicant: "Sure, here's the letter: To Whom It May Concern: John Jones worked for us one week and we're satisfied."



Small girl studying lingerie ads in a fashion magazine: "Mommy, why do they make pictures of ladies who are not quite ready?"



It was a very hot day and the sergeant was having plenty of trouble with his squad of awkward rookies. At his wits' end, he called them to a halt and wiped his brow. "I'm darned if I know what to do with the pack of you," he growled.

"There's some big shady trees over there, sergeant," said one of the recruits hopefully.

"Yeah, I know," replied the non-com, "but I haven't a rope."

POLAR BEAR FLOUR IS KING



Behind all the laboratory findings, baking analyses and similar standards of measurement, there must be another and more important standard for good flour. That is the desire of the miller to produce the best. That's a standard to which POLAR BEAR always measures up.

FOUNDED BY
ANDREW J. HUNT-1899

The NEW ERA MILLING CO. ARKANSAS CITY, KANSAS



Hubbard Milling Co., Mankato, Minnesota 3000 sacks capacity—mill elevator storage, 500,000 bu.

HUBBARD MILLING CO. KEEPS CUPBOARDS FILLED WITH THE HELP OF W&T Flour Treatment



Mill employee setting single control of Dyoxy machine for maturing flour.

Hubbard Milling Co. uses dependable Wallace and Tiernan processes and equipments to send a steady flow of fine flour products to its customers. This mill knows the benefits of doing business with a firm of single-line responsibility — with manufacture, sales, and service under one roof.

At Hubbard Milling the W&T Dyoxy® Process is used to generate and apply chlorine dioxide gas accurately and uniformly...matures the flour for best performance in bread baking.

Novadelox®, chosen for its bleaching efficiency, is fed through mill-proved NA Feeders for peak color removal and best color dress. Similar feeders apply "N-RICHMENT-A"® for the addition of vitamins and minerals.

Hubbard Milling Co. is only one of the many milling companies using W&T Flour treatment. If your mill is not one of these, investigate the advantages of Wallace & Tiernan's complete flour service.

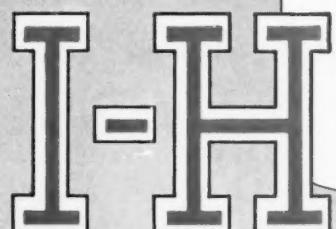
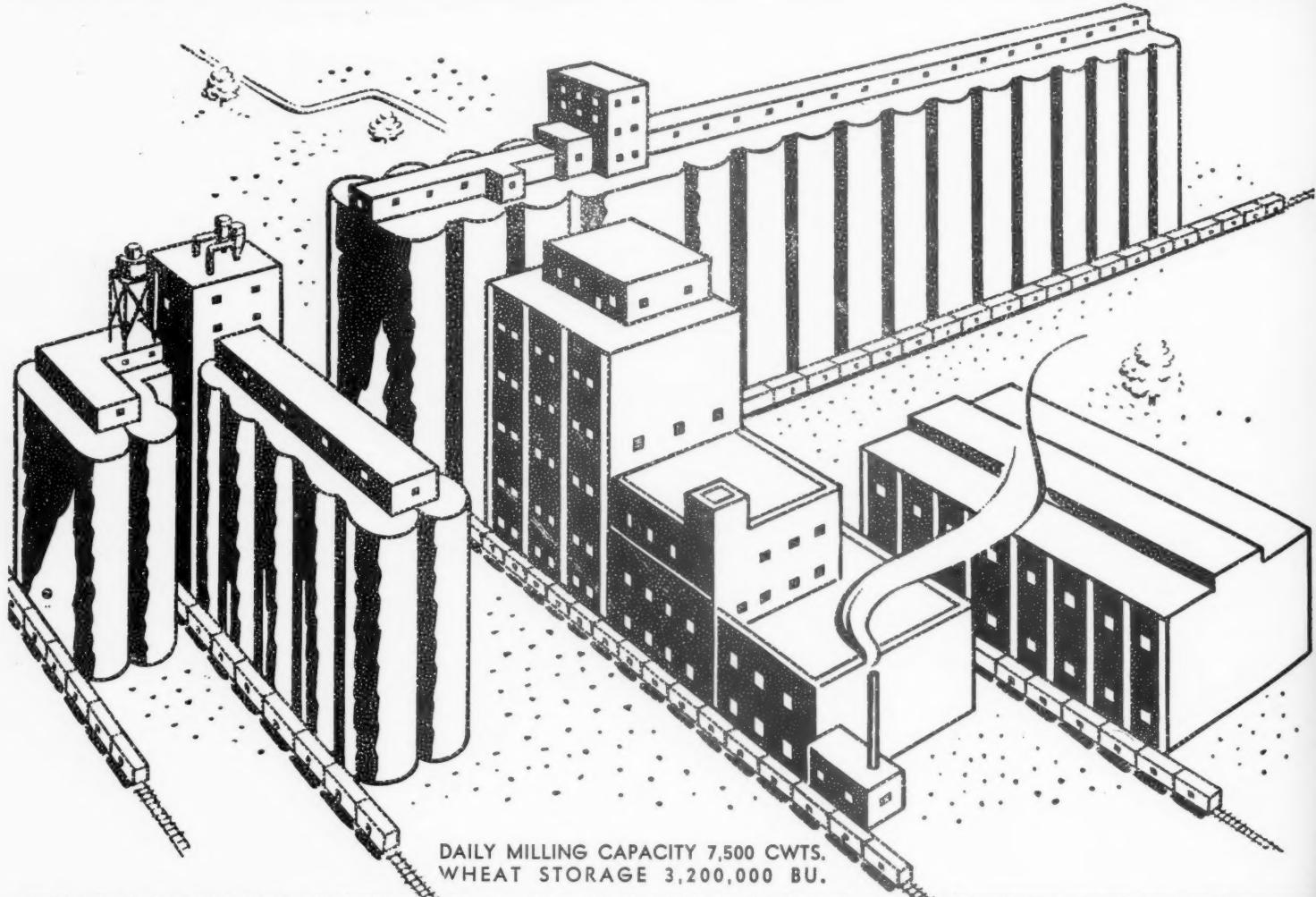


NOVADEL FLOUR SERVICE DIVISION
WALLACE & TIERNAN INCORPORATED

25 MAIN STREET, BELLEVILLE 9, NEW JERSEY
REPRESENTATIVES IN PRINCIPAL CITIES

N-115.64

"If it's **I-H** milled it's *good flour*"



Here's advice based on a sound insurance principle—buy your flour from a mill which can draw its wheat supplies from a broad area of several producing states, yet can draw directly from country stations. That's good judgement and that's I-H, too.

The
ISMERT-HINCKE Milling Company
KANSAS CITY, MISSOURI

